



INTERNATIONAL
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Digital Transformation of a middle-sized company

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SCHOOL OF SCIENCE & TECHNOLOGY

A thesis submitted for the degree of

Master of Science (MSc) in E-Business and Digital Marketing

DECEMBER 2019

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Abstract

This dissertation was written as a part of the MSc in e-Business and Digital Marketing at the International Hellenic University. Digital marketing has grown very fast during the last years. The advancement of technology gives businesses the opportunity to grow, exploit new disruptive technologies, have access to data from many sources and create useful insights that can be helpful to build a successful digital business and digital marketing strategy. Web analytics, content marketing, advertisement, online platforms such as social media and online communities, did not exist some years ago and now are a necessity for all businesses. Companies in order to be successful should collect, analyze, interpret a huge amount of data from internal and external sources, then take actions based on the results and always make evaluation of their strategy. In this thesis we will focus on the acknowledgment of e-commerce and digital transformation of a business and how these can be applied in order to achieve a competitive advantage and gain brand awareness.

In the first part concepts like e-commerce, digital transformation, digital marketing and web analytics are explained further and in the second part we explain step by step how we implemented a new online shop, its social media channels, advertisement and the results of the promotion we did.

At this point I would like to thank my professors Dr. Vasileios Peristeras, Dr. Ioannis Magnisalis and their associates Apostolos Tektonidis and Iordanis Tsentsoglidis. Moreover, I would like to thank my family and friends for their support.

Keywords: “Business Digital Transformation”, “e-commerce”, “Web analytics”, “Digital Marketing”,

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1 Introduction

All new companies exploit the latest technology available, but what happens with older companies which have their own processes during the last years? Digital transformation is one of the most important and critical processes as it can bring new opportunities but can be challenging at the same time. According to P. Jaya Mary A Jayar Malar assistant professor: ‘Whatever makes you successful in the past won’t be in the future’ [1]. The most important is to be fearless in change and always remember that failure is the only way to learn and be wiser. After intimate preparation and implementation of digitization, a good digital marketing strategy is required.

Small-medium enterprises are a great contribution in national economies. Half a decade ago analysts started to feature their significant role because these enterprises were more adaptable, inventive and consisted over 95% of worldwide enterprises. The rise of World Wide Web had upset business activities. The exponential growth of web brought electronic commerce inside the scope and helped decrease the gap between large and small firms. [3]

To be more accurate, electronic commerce is doing business online. Nowadays businesses are embracing e-commerce because of its benefits in many aspects. The effect of e-commerce can be detected in retail industry and marketing. E-markets could possibly provide a partial solution by promising customers more convenient transactions and greater efficiency and interactivity to merchants with suppliers to revitalize the failing retailing sector. In e-markets interactive marketing is applied via multimedia catalogs that give the same look and feel as a shopping channel.

There are four domains in which companies conduct business online and those are direct marketing, online banking and billing, secure distribution and information and value chain trading and corporate purchasing. Except those four domains there are also five different driving forces behind e-commerce and those are Global customers, global products, global operations, global resources and global collaborations each of them affecting in a different way the e-commerce is applied.

Developing and deploying a commerce system though, can cause some significant implementation issues to companies in terms of cost, value, security, leveraging existing

systems and interoperability. On the other hand, there are some important advantages in applying e-commerce in businesses and these advantages are in terms of speed and the opportunity to exchange information rapidly, in terms of cost savings and the reduced costs which are achieved by using Internet in marketing and in terms of no boundaries because cyberspace has no limits.

Nowadays, digital marketing has become the common way for companies to interact with their customers. Applications and new trends in big data, give a big opportunity to understand and evaluate customer preferences better than ever before, improve target audiences and target advertisement, predict customers' future preferences and have access to useful source of data and information. Digital forces are creating five key domains of strategy including customers, competition, data, innovation and value. Although there are many tools in order to collect, store and clean structured and unstructured data, the process to analyze them and gain useful insights requires analytical and critical skills. Web analytics usually is a free tool that can be used to conduct this task. Companies should combine a mix of digital marketing strategies and technologies in order to be competitive and innovative. The digital marketing strategy must be focused on customers. Big data and all the available data analysis tools could lead us to explore and monitor the interests of our customers. The ability to process and evaluate the behavior and even the feelings of the customers, brings the possibility to understand their intents and provide personalized services and experiences. [2]

This thesis tries to introduce the importance of digital transformation in a middle-sized company and in all businesses in general, the digital marketing techniques to help companies organize their strategies, be creative and competitive permanently and then mentions specific technologies and trends. We will analyze which are the steps to implement an online shop, its social media channels and the advertisements and how we proceeded in those decisions about each one of them.

2 Background

In this chapter we will analyze the concepts of e-commerce and digital transformation and there will be a further explanation about each one of them.

2.1 History and definition of e-commerce

In recent years, small to medium sized enterprises (SMEs) have been appeared to contribute fundamentally in national economies. Back in 1970s, analysts initially started to feature the critical role of SMEs not just keeping up solid and dynamic economies inside industrialized countries, yet in addition in presenting inventions and innovations.[3] By using their advantages, for example, being increasingly adaptable, inventive, and incurring lower overheads than bigger endeavors, SMEs have demonstrated their significance notwithstanding expanded worldwide challenge. In general, SMEs constitute around 95% of enterprises and account of 60-70% of employment within the countries of the Organization for Economic Cooperation and Development (OECD,1997).

The rise of World Wide Web (WWW or Web) specifically has upset business activities. Information Technology is creating new items and is the main thrust behind new production processes, new types of business association, new scope for buyers and new showcase openings. [3] The open standards of the web bring electronic commerce/business inside the scope of even the littlest firms and help to decrease the gap among large and small firms. Businesses are embracing e-commerce to decrease costs, increment effectiveness and guarantee better client and supplier management. [3] Small-business e-commerce is defined as the “the use of Internet Technology and applications to support business activities of a small firm” according to Nabeel A. Y. Al-Qirim. As indicated by this definition a business movement can be internally or externally oriented and of a value-based or transactional nature. Web based business is winding up increasingly more fundamental as a business apparatus for associations as a rule, and in SMEs specifically to increase competitive advantage and to get to worldwide markets.

The online economy provides exceptional open doors in SMEs for open and unhindered trade since it evades taxes and charge, while decreasing the effect of geographical separations and time, which can serve to separate SMEs from potential chance.

However, this perspective is a double-edged sword. Firms keeping distance from this new competitive tool and passing up a considerable amount of its guaranteed advantages. Rather it is the innovative firms that have had the option to benefit from this new technological development. E-commerce removes the power from the merchants to the purchasers proposing that businesses in general and SMEs explicitly are never again responsible for the traditional markets.

The meaning of e-commerce in a broad definition is doing business online. E-commerce business is about setting a business on the Internet, enabling guests to access to their site and experience a virtual catalog of their items or services on the web. At the point when a guest needs to purchase an item/service he/she loves they only add it to their virtual shopping cart. Products in the virtual shopping cart can be added or deleted when they have finished their shopping and they head to the virtual shopping counter which has their total. That will ask for information such as name, address, method of payment (typically Credit card) and when they have entered all this data (which is transmitted safely) they can then simply wait for the delivery. [4]

But what happens when traditional commerce is necessary? As a rule, business procedures utilize traditional commerce activities adequately and these procedures can't be enhanced through innovation. Items that purchasers want to touch, smell or look at intently are hard to sell using electronic commerce. For instance, customers may hesitant to purchase high-design clothing and transient food products, for example, meat or produce, if they can't examine the items intently before consenting to buy them. On account of traditional commerce retail merchants have years of experience in making store conditions that help persuade a client to purchase. The combination of store design, layout and item show learning is called merchandising. Salesmen in course of time create aptitudes that enable them to recognize clients' needs and discover products and services that address those needs. The art of merchandising and individual selling can be hard to rehearse over an electronic connection. Through e-commerce branded products, for example, books or CDs can be effectively sold. As one copy of another book is indistinguishable from other copies and on the grounds that a customer would

not be worried about freshness, he would readily order a little without looking at the particular copy they would get. The benefit of electronic commerce, namely the capacity of one site to offer a more extensive choice of titles than even the largest physical bookshop, can exceed the advantage of a traditional bookshop and to be specific, the facility to browse. Some examples of business processes are listed in Table 1 that suit to the e-commerce and traditional commerce respectively. [4]

Table 1: Business process well-suited to e-commerce vs traditional commerce

<i>Electronic commerce</i>	<i>Traditional commerce</i>
<ul style="list-style-type: none"> • Sale/purchase of books and CDs • Online delivery of software • Advertising and promotion of travel services • Online tracking of shipments 	<ul style="list-style-type: none"> • Sale/purchase of high-fashion clothing • Sale/purchase of perishable food products • Small-denomination transactions • Sale of expensive jewelry and antiques

Nowadays, there are four main areas in which companies conduct business online. These areas are:

- Direct Marketing, selling and services.
- Online banking and billing
- Secure distribution and information.
- Value-chain trading and corporate purchasing.

Now, let's give a further explanation in these four categories.

a. Direct Marketing, selling and services

Today, more websites keep their interest in direct marketing, selling and services than on some other sort of electronic commerce. Direct selling was the earliest type of electronic commerce and has proved to be a stepping-stone to an increasingly complex commerce operation for some organizations. Triumphs, for example, Amazon.com, Barnes and Noble, Dell Computer and the introduction of e-tickets by significant airlines, have catalyzed the development of this segment, demonstrating the scope and client acknowledgment of the internet. [4]

b. Financial and Information Services

A wide scope of financial and information services is performed over the web today, and sites that offer them are getting a charge out of quick development. These sites are famous since they help consumers, business of all sizes and financial organizations distribute a portion of their most significant data over the Internet with greater

convenience and richness that is accessible utilizing different channels. For instance, we have

- Online Banking
- Online Billing
- Secure Information distribution

Online Banking

A great saving can be achieved in time and money when consumers and small businesses conduct their banking transactions on the Internet. This includes paying bills, doing money transfers between accounts and trading stocks, bonds and mutual funds.

Online Billing

Businesses are able to achieve significant cost savings and marketing benefits with the use of Internet-based bill delivery and receiving systems. Nowadays, consumers receive about 23 bills per month from retailers, credit card companies and utilities.

Secure Information distribution

Information is considered to be one of the most valuable assets for a business. Although the use of Internet allows businesses to reach huge new markets, but they must also keep safe that information to protect their assets. Digital Rights Management provides protection for intellectual and information property and is a key technology to secure information distribution. [4]

c. Maintenance, repair and operations (MRO)

Undeniably, Internet can also offer an enormous time and cost savings for corporate purchasing of low-cost, high-volume goods for maintenance, repair and operations (MRO) activities. To be more specific MRO goods include office supplies like pens and paper, office equipment and furniture, computers and replacement parts. Through web the corporate purchasing can be transformed from a labor and paperwork intensive process to a self-service application. The employees can proceed to orders of equipment on the appropriate websites and company officials can automatically approve the purchase through automated business rules. The benefit for the suppliers is that they can keep their catalog information centralized and up to date. The next step is for these order applications which use the Internet, to transfer the order to suppliers to process the order and when it is complete to ship the goods, including the invoice which will be sent through web. One of the benefits of this type of transactions, besides reduced administrative costs, is the improvement of order tracking accuracy, the better enforce

purchasing policies, better customer and supplier service, reduced inventories and the power which is given to companies to negotiate exclusively. To conclude, Internet and e-business have changed the way enterprises serve customers and the competition between them and have extended the awareness for competing supply chains. [4]

d. Value chain integration

Value chain is the business model which highlights in the best way the need for tight integration across suppliers, manufacturers and distributors. A delay in the inventory tracking and management can begin from the cash register all the way back to raw material production and can cause inventory shortages at any stage of the value chain. The result can cause loss to the business. Through Internet a business can increase its efficiency and keep to minimum the reporting delays but keep the accuracy to maximum. It is clear that speed is the businesses imperative for the value chain. [4]

2.2 Issues and advantages of implementing e-commerce

Developing and deploying a commerce system can cause some significant implementation issues to companies in terms of cost, value, security, leveraging existing systems and interoperability [4]. To be more specific:

- *Cost:* E-commerce requires investments in new technologies that can be applied in most of a company's core processes. The areas where the investments can be applied are hardware, software, staffing and training. Companies need extensive arrangements with greater ease-of-use to help encourage cost-effective deployment
- *Value:* The most important thing for a business is to know that the investment they had implemented will produce a return. Objectives such as generation, business-process automation and cost reduction must be met. In order to meet these goals a business must be flexible enough so it can change when is necessary.
- *Security:* Since Internet provides universal access companies must protect their assets against accidental or malicious misuse. The security of the systems must not create complexity or reduce their flexibility. Besides business, also customers' information must be protected from internal and external misuse. Privacy systems should keep safe all these personal data and meet customer and business needs.
- *Leveraging Existing Systems:* The majority of companies use information technology (IT) to conduct business in non-Internet environments, such as marketing,

order management, inventory, distribution, billing and customer service. Another approach to do business in a more alternative and complementary way is through Internet. But it is imperative that e-commerce systems integrate existing systems in a manner which avoids duplicating functionality and maintains usability, performance and reliability.

- *Interoperability:* Between two or more businesses' systems a great achievement is when the cost is reduced, the performance is improved and the value chain becomes more dynamic. This can happen when the exchange of documents is taking place without manual intervention. If one of those issues meets failure in its addressing, then the system's implementation effort will also fail. Therefore, a company's commerce strategy should be designed to address all these issues to help clients achieve the maximum benefits of e-commerce. A very important fact of a company's vision for e-commerce should be to help business establish a strong and efficient relationship between their customers and industry partners. For example, three workflow elements can describe a successful strategy for delivering this vision and that is platform, portal and industry partners, but of course each one of them backed up by comprehensive technology, product and service offerings. From self-service portals to transaction processing, a successful workflow strategy can be the crucial engine to deliver state-based, processed-focused control services for e-business applications. The fact is that human labor is expensive and workflow technology allows e-businesses to supplement and in some cases eliminate reliance on human supervision and intervention. [4]

On the other hand, the majority of companies use Internet to promote and grow their businesses. There are some high importance advantages of using e-commerce:

- a. *Speed:* The Internet and World Wide Web give the opportunity to a business to exchange information and complete transactions instantly. Even when the speed of Internet is low it is still much faster than doing the transaction in the traditional way. Another significant fact is that changes could be made in information provided to the Internet and the results are viewed almost at the same time. This is a big advantage to the business owners because in that way they can inform their customers when a change is applied in their services or marketing or promotional materials.
- b. *Cost saving:* A huge cost reduction can be achieved by using the Internet in marketing, distribution, personnel, phone, postage and printing. Compared to the cost of

opening a new physical store the savings are tremendous and can be used to the marketing and advertisement of products/services.

c. *No Boundaries*: A very positive aspect is that cyberspace does not have any boundaries which means you can do business everywhere and without difficulties. Since everyone is connected with each other information is transmitted very fast. [4]

2.3 E-commerce Technologies and driving forces behind e-commerce

Which advances are essential for e-commerce? The short answer is that most information technologies and Internet technologies are engaged with e-commerce frameworks.

- The Internet, intranets and extranets are the network infrastructure or foundation of e-commerce.
- Customers must be provided with a range of secure information, marketing, transaction, processing and payment services.
- Trading and business partners rely on Internet and extranets to exchange information and accomplish secure transactions; including electronic data interchange (EDI) and other supply chain and financial systems and databases.
- Company employees depend on a variety of Internet and intranet resources to communicate and collaborate in support of their EC work activities.
- Information system professionals and end users can use a variety of software tools to develop and manage the content and operations of the websites and other EC resources of a company. [4]

The *driving forces* behind e-commerce are five and those are:

1. **Global Customers**: Customers are people or companies with global operations. They need fast and convenient service.
2. **Global products**: Products are the same throughout the world or are assembled by subsidiaries. It is mandatory to manage worldwide marketing and quality control.
3. **Global operations**: Parts of a production or assembly process are assigned to subsidiaries based on changing economic or other conditions. There is a need for flexibility
4. **Global resources**: The use and cost of common equipment, facilities and people are shared by subsidiaries of a global company.

5. Global collaborations: The knowledge and expertise of colleagues in a global company can be quickly accessed, shared and organized to support individual or group efforts.

2.4 Incentives for engaging e-commerce and economic potential

In Internet retailing industry all websites are the same as far as location is concerned. The most important thing for a successful retail website is to build customer satisfaction, loyalty and strong relationship with the client. The key to achieve those, is to optimize several key factors such as performance and service efficiency. The meaning of this is to achieve fast and easy navigation, shopping, purchasing and rapid shipping and delivery. Another factor to mention is selection and value. In general, this includes attractive product selections, competitive prices and after sale customer support. Of course, the look and feel of the web storefront, website shopping areas, multimedia shopping catalog pages is very important. The advertisement plays an important role in the sustainability of a website. Targeted web-page advertising and email marketing, discounts and special offers are always a plus if they are executed correctly. Moreover, personalized promotion is very important. Finally, the feel that a client is navigating in a secure and reliable environment and his personal data are protected is one of the most important factors. [4]

Consumers always want to achieve lower prices of a wide selection of high-quality products from the retailers. Retailers on the other hand, are struggling to fill the order. They try to find alternatives to slash back-office costs, reduce the profit margins and the cycle times and buy more wisely. They also make huge investments in technology. They remodel distribution channels to make sure that warehouse costs are kept to the minimum by reducing their average inventory levels and coordinate the demand of the consumer and the supply from the suppliers with new patterns. Retailers also turn to overseas suppliers in part, because sometimes they can achieve cheaper labor costs. The effect of e-commerce can be detected in retail industry and marketing

- *E-commerce and retail industry:* Retailers are placed in the first line and they are also the first to start the cost cutting. They put pressure on the manufacturers and suppliers in order to achieve that. At the same time this pressure can be seen in the disappearance of jobs, in mergers and in the increase in business failures in the

manufacturing sector. These are some serious problems. E-markets could possibly provide a partial solution by promising customers more convenient transactions and to merchants greater efficiency and interactivity with suppliers to revitalize the failing retailing sector.

- *E-commerce and marketing*: E-commerce is targeting to make companies evaluate and rethink the existing ways of doing target marketing (isolating and focusing on a segment of the population), relationship marketing (building and sustaining a long-term relationship with existing and potential customers) and even event marketing (setting up a virtual booth where people who are interested can come and visit). If we consider the case of conventional direct marketing, in a campaign a marketer will devote approximately 25% of their revenues to costs such as printing and postages of catalogs and billboards. In interactive marketing these expenses are cut and the results may be way better. In e-markets interactive marketing is applied via multimedia catalogs that give the same look and feel as a shopping channel. Users are fascinated by moving images and find them more appealing than still images and also find more appealing listening than reading text on screen. To gain the maximum of public acceptance these interactive catalogs must have a more entertaining. [4]

2.5 Digital Transformation

2.5.1 Definition and need to transform

Digital transformation is the process a company follows in order to integrate its departments to digital trends and technologies. The results of a digital transformation could be added value to the customers, cultural change of the company, access to new technologies and opportunities or even failure if there isn't any specific strategy plan. [5]

It is widely known that digital world is far more cheap than traditional. Mobile and social technologies, big data and other services, for example: IaaS (Infrastructure as a Service), PaaS (Platform as a Service) and SaaS (Software as a service) are opportunities for small businesses that don't have their own facilities [6]. On the other hand, for big traditional companies, digital disruption is also an opportunity to take advantage but could also be a big challenge. A lot of big companies are running businesses and processes successfully during many years. Changing all the existing processes could be a serious risk for the operation of the company. Many companies

refuse to follow a digital transformation strategy because they think that the successful recipe they follow through the previous years, will lead to success. Kodak industry is the best example of this case. For 40 years Kodak was one of the biggest industries in the world. Kodak had been one of the most disruptive technology companies but after 40 years it became an obsolete business that couldn't survive. Digital transformation was a big challenge for the company. The stakeholders had to create new processes and start from the begging the whole business in order for the company to survive. According to Lindsay Pattinson, member of the World Economic Forum Global Agenda Council on the Future of Media: *"Adapt or die. It's a philosophy that's fast becoming a mantra"* [7].

Some other businesses put their selves through digital transformation because they realize that otherwise they can't survive. The key factor to take advantage of digital transformation is to make the move and pivot before a new startup beat your business and take your position in the market. Sebastian Thurn the founder of Udacity was previously a professor in Stanford University. While teaching in the University he noticed that he was feeling empty because he thought that he didn't offer as much as he could to many people, but only to hundreds of his students that could afford attending the class. So, he decided to grab a camera and make an online course. The results were that students who were attending the course online, had better results in the exams than those who were attending the class. After this experiment, he realized that technology changes the world and he founded Udacity, Inc. which offers massive open online courses worldwide. According to Thurn, the name of the company comes from the word "audacious", in other words the willingness to take bold risks. [8]

Considering the 2 examples we can understand why digital transformation is vital for the continuous success of a company. Digitization requires new digital strategies and solutions and fearless people to take risks. Digitized applications are able to integrate new technologies such as data mining, deep and machine learning, Internet of Things, Web services, advanced analytics with new frameworks and methods. [6] All these technologies transform the society. Companies should focus their interests in continually digitally transformation in order to be competitive, follow market's expectations, improve company's processes and be successful. As we live in a data world, there is the possibility to create Digital Business Models based on data. Some of the usual business models can give deep insights about customers and markets,

information about competitors and also other information that can derive from monitoring changes or other events. Innovation is always the key to be ready for digitization world.

According to the company Accenture and Boston Consulting Group, digital transformation should be focused on enhancing the customer's experience [9]. Nowadays, businesses can track each movement of all visitors, for example if they are women or men, from where they come from, what language they speak if they are returning visitors etc. This advantage didn't exist before in the traditional non-digital industries.

2.5.2 Five domains of Digital Transformation

Digital Technologies change the way we are connected and the way we create a connection with our customers. Nowadays, the relationship between customers and businesses is more like a two-way situation. Customers' communications and reviews make them a greater influence than advertisements and celebrities and their participation is a critical success factor for the success of the business. Digital Technologies also transform the way we think about our competition. Because now the competition is not only about the companies within an industry but also from outside the industry and stealing customers with their new digital solutions. Another change digital technologies offer is the way we think about data. In old-fashioned businesses it was difficult to obtain data and store them but today data are generated by everyone and not only companies. Moreover, cloud-based systems for storing data are cheap, easy to own and to use. The challenge is to change all this huge amount of data into valuable information. [10]

Digital Technologies are also transforming the innovation of businesses. During the old days the innovation was expensive, high risk and inflexible. The cost of testing new ideas was high that's why businesses relied on their managers to guess what to build into a product before launching it. Today though, digital technologies enable testing and experiments and that allows without high costs to learn the product before its launch date. Finally, digital technologies force us to think in different way about how we understand and create value for the customer. The values of each customer can change very quick and there are some competitors who wait and create new opportunities. To be always ready to find the next source of a customer's value in now an imperative. [10] All these parameters together show us how digital forces are

creating five key domains of strategy including customers, competition, data, innovation and value.

In traditional theory *customers* were encountered as aggregated actors to be marketed who each company should persuade them to buy their products. The old model of mass production was to make one product to serve as many customers as it was possible and use mass communication which means they used only one medium to reach and persuade as many customers as possible at the same time by projecting a consistent message. In the new digital age we are moving to world described by customer networks. Customers today are constantly connecting with and influencing each other and shaping business reputations and brands. The use of digital tools is changing the way they discover, evaluate, purchase and use products and how they share interact and stay connected with brands. In that way businesses are forced to rethink their traditional marketing funnel and reexamine their customers' path to purchase, which may skip from using social networks, mobile screens/laptops, search engines to walking into a physical store. The most important thing for a business is to see each customer as a person who uses network and is dynamic. [10]

The second domain of digital transformation is *competition*, in other words how business compete or cooperate with other businesses. In traditional trade competition and cooperation were considered as opposites. Which means that businesses had a competition with rival businesses that were familiar, and they only cooperated with supply chain partners who distributed their goods or provided needed inputs for their products. But today we are moving to an industry with fluid boundaries and sometimes happens that the competitors of a company are from another industry, but they offer competing value to the customers. Digital disintermediation is upending partnerships and supply chains if those partners start serving the customers directly.

At the same time, a business might need to cooperate with a rival due to interdependent business models or mutual challenges from a different industry. It is important to mention that digital technologies are making changes in the power of platform business models, which allows one business to create and capture value by facilitating the interactions among other businesses or customers. Competition is battle of gaining influence between firms with very different business models who seek to gain the leverage in serving the consumer. [10]

The next domain is *data*. In other words, how businesses produce, utilize and manage information. Traditionally, data were retrieved from a variety of measurements that were conducted within a business's processes like manufacturing, operations, sales, marketing. Those data were used to evaluate, forecast and make decisions. But today, we are faced with a data overflow. Nowadays, most data available to businesses is being generated in unprecedented quantities from conversations, interactions, or process inside and outside of these businesses. Every business has access to a huge amount of unstructured data which are produced from social media, mobile devices and sensors and can be utilized with new analytical tools. These new tools allow to a company to make predictions, discover patterns, and find new sources of value. The usage of data is becoming vital for every department and a strategic asset. Data is important for businesses because it determines how each one of them differentiates, operates and creates value. [10]

The fourth domain is of digital transformation is *innovation*. Innovation is a process in which new ideas are developed, tested and brought to the market by businesses. In traditional ways, innovation was applied on the final product and that was due to the fact that market testing was difficult and the cost was high. So, the most decisions of innovations were based on the analysis and intuition of managers and the cost of failure was high.

However, nowadays startup companies have shown that digital technologies can enable a very different approach to innovation, and it is based on continuous learning through rapid experimentation. The use of digital technologies makes it easier and faster to test new ideas. In that way a business can gain feedback from a market from the beginning of the process till the end and even afterward. This whole new approach in innovation targets in careful experiments and on minimum viable prototypes that extracts the highest possibilities of learning while keeping the cost to the lowest levels. Assumptions are repeatedly tested, and design decisions are made based on validation by real customers. In that way, products are developed through a process which is time saving, failure cost reductive and improves organizational learning. [10]

Finally, the fifth domain of digital transformation is *value*, which is delivered to the customers by a business, in other words value proposition. Traditionally, a firm's value proposition was continuous. There was changes in the products or new marketing campaigns or improvements in operations, but the basic value of a business was

constant and defined by its industry. For a business to be considered as successful must have a clear value proposition and find a gap in market to differentiate and focus on executing and delivering the best version of the same value proposition to its customers every year.

In the digital age, relying on a stable value proposition is inviting challenge and eventual disruption by new competitors. There is a variation in the exact timing and nature of their digital transformation by new technologies, but this does not mean that they will be always secure. The only sure response to a changing business environment is to try developing constantly, looking to take advantage of every new technology and try to extend and improve their value proposition to the customers. [10]

2.5.3 Business Model Innovation Framework

Changing the current traditional business model into a new digital model demands an organized strategic approach. Organizing such a strategy requires stakeholders having clear goals and taking actions based on the data that they have. Also, everyone in the company should be informed and familiar with the plan. Additionally, they must be prepared. Workshops and seminars could be organized in order to engage all the participants to the process from the very beginning. Another thing that should be taken into consideration is the importance of all the insights about how data will influence the procedure of digitalization. Of course, all companies small and big, must prepare a SWOT Analysis about their strengths, weaknesses, opportunities and threats and be prepared for any possible result. Digital transformation requires also a brainstorming of ideas. All these ideas should be categorized so one specific idea could be explored better later on. Next step is to analyze the chosen idea in detail. Finally, evaluation stage is very crucial. In this stage, stakeholders will be able to understand which phase will offer what kind of data. [9]

When a company is successfully digital transformed it can use many disruptive technologies in order to reach its goals. Online communities, chat-bots, web mining and machine learning help each company to serve better customers and offer them a better online journey. Web analytics and the correct KPIs give to the company the advantage to measure its results and create insights for the online users. SEO, content strategies and email marketing are the tools that if used correctly, can attract the proper target audience.

2.6 Digital Marketing Strategy

The first action in order to create your business marketing strategy is to identify specific goals. The next step is to address people that are potential customers and create specific personas. Customer analysis is very important because it is the base of all the digital marketing strategies. It is preferable to create at least 3 personas which will represent each target group. Segmentation is the key factor for customization and personalization because having a clear picture of the exact profile of the customers, helps in understanding better consumers' intents and provide them with better solutions and experiences.

A digital market analysis and a competitive analysis are also required. Market analysis make clear what are the market trends. Additionally, could also help the business to identify trends such as devices that are most popular, keywords - queries that are most used and demographic information. Competitive analysis is also very important. Having the possibility to find information about competitors could lead to success. This analysis can help businesses to formulate their KPIs based on their competitors. For example, if one of our competitors is a strong brand that has bounce rate 45%, we will try to reach this metric and even overcome it. Knowing the weaknesses of our competitors could be very useful. When we try for example to find out what channels our competitor uses and we find out that our competitor doesn't have a YouTube channel, a possible scenario is that YouTube channel isn't the adequate medium to communicate a service like ours. Another scenario could be that there is a gap in YouTube channel and a huge opportunity for us to exploit.

Value proposition is a crucial factor that should be taken into consideration. In our days, launching a nice product or offering a good service aren't enough. Internet is huge and offers many opportunities but also challenges. Today, our competitors can be all the businesses that offer similar services through internet as we do. What a brand needs are uniqueness, novelty and characteristics to make it stand out from the competitors. Companies should try to create strong bonds with their customers, create stories with them and offer them solutions that will make their life easier.

Media plan is also a significant step. Today, social media platforms are a big part of our everyday life. People spend many hours in their mobile phones to chat, read the news or find information about anything that concerns them. Each platform requires

different management and different content. Maintain a blog is also advisable as can create more traffic. Later in the paper, we will discuss more on why social media are important to the digital marketing strategy.

According to Maria Teresa and Jose Manuel [11] Digital investment areas are social – network applications, E-mail marketing, Digital advertisement, Viral campaigns, Digital brand experiences, Mobile use, Search engine optimization, Digital infrastructure, blogs and games. Today new investment areas have been emerged such as content marketing, personalization, recommendation systems and predictive marketing.

As we notice, technology advancement offers more and more new opportunities to small and large enterprises. Small businesses should first of all focus their attention in brand awareness with brand experiences and social media, content creation, email marketing and digital advertisement. Then, it is recommendable to become better in search engine and mobile optimization. Big companies that have the resources can include to their strategies recommendation systems and predictive marketing to increase their effectiveness.

2.7 Social Media and Online Communities

Today, social media is the best medium to create brand awareness and advertise your brand. Millions of users use platforms such as Facebook, Twitter and Instagram to communicate with their friends, search for reviews, take part in forums and share their experiences. The last two activities are very important for marketing. Brand awareness through social media is the most effective way for a new brand to be famous. Also, this procedure isn't costly as you can attract many followers through organic results. In general, social media is a source of an enormous number of unstructured data that in previous years couldn't be handled effectively.

Nowadays, having available technologies such as text and sentiment analysis using NLP that can analyze texts and extract useful information such as sentiment content of a text unit, social media isn't a chaotic source of data. Sentiment analysis assist companies to understand user's feelings and have a clear view about the image of

their brand [12]. Additionally, Business Intelligence and tools such as Power BI and Google Analytics Studio give the chance to integrate structured and unstructured data from many sources and combine them with other sources in order to create informative plots and extract useful information and insights. Another factor that makes social media number one of our digital strategy, is that people have the ability to share their opinion. Crowd opinion, reviews and loyalty build brand's trust [13]. Thus, social media isn't here just to make our brand heard but also to help us to understand our customers and serve them better. Lastly, Influencers with many followers when upload a photo with good reviews can help the company to improve its sales. Therefore, it is very important to be considered in the digital marketing strategy.

An online community or internet community is a virtual community where users can interact with each other via the Internet. Marketers should not only take into consideration traditional ways of using social media such as create a promoting page and make advertisements. They should also participate in groups, forums, information systems and monitor user's behavior. In that way, they can detect potential customers and convert them to buyers. Also, having such a strategy they continually communicate their brand in a more personalized way and are always aware of what people search for.

2.8 Content Marketing and Online Advertisement

In our digital world, content creation is one of the most important and difficult tasks a company must complete. That happens because there are so many and different users that can be attracted in totally different ways. Imagine that your company is a travel agency that offers trips and a total solution vacation to a Greek Island. In your target audiences there are families but also there are couples. It is obvious that is impossible to attract those two groups with the same content. The most common mistake that businesses do is to create only one content strategy. Businesses should create as many content strategies as their target audience groups are in order to have all the customers satisfied.

The online advertisements a company launches should follow the same strategy, different ads for different personas. Advertising is more complicated, because we also have to think that each persona has its own different micro moments or in other

words different intent - driven moments during the consumer's journey. According to Angela Stringfellow [14] there are micro moments such as I want-to-know, I want-to-go, I want-to-do and I want-to buy. Each micro moment has its own characteristics. Nowadays, people have many micro moments, the important here is to understand that what matters most in digital marketing is to manage to attract the right people, with the right message at the right moment before the competitor does it. It is also very important to be one step before customer's needs. This strategy can be very productive for the business as it can convert a big audience to potential customers. Not only we have to be there when the customer expresses his need but before that. For example a user type a query such as "Searching to rent an apartment in the city of Thessaloniki", a person that search for a new apartment probably is willing to also buy new furniture so a company selling furniture in Thessaloniki can take advantage of this situation by catching the keyword "rent an apartment in Thessaloniki" and pop-up a relevant advertisement. The user after watching the online offer will probably buy new furniture even if he doesn't have the need.

2.9 Web Analytics

In 2004 was created the Web Analytics Association (WAA). Web analytics is actually a useful tool for web optimization that gathers data from many sources such as display ads, social links, search engines and provide information about the behavior that users have when they interact with our brand via our site. Web Analytics are used by many companies all around the world. According to Germann, Lilien & Rangswamy, 2013[15] in 60% of the top 10 million websites have embedded web analytics to their sites. Many web analytic tools are available for free. However, many managers aren't quite sure about the use of performance measurement, the correct use of web analytics can lead to better decision making. Performance measurement process is the process about the management of the data. The implementation and evaluation of web analytics are vital for all businesses in the digital world.

The first step in implementing web analytics is to identify the proper KPIs based on company's goals. Although web analytics is the evaluation tool of a strategy, without any analysis are useless. This happens because the page's visitors have different

behavior and different needs. So, an average metric representing the behavior of all these visitors is not realistic. The solution here is to segment and group the target audience and analyze each segment separately. This method is very effective as it gives insights that represent each different group.

Another strategy is to implement the tag manager into the page. A tag is a JavaScript code implemented in page's html file, in order to collect data and revert it to information about visitor's behavior [16]. Tag manager doesn't collect data about the page visit behavior as Google Analytics does, but can track specific moves a user makes, for example clicks to download a file from the site and clicks to play videos. So, we can have multiple tags tracking different actions on a webpage and be activated only when the user makes an action or fulfill specific characteristics. Having access to such information, marketers can know exactly what is going on in each webpage and make changes, improving that way visitor's experience. Also, knowing the exact visitor's trip can lead to better targeted advertisement, personalization and better decision on where to spend the marketing budget [16].

2.10 Research Questions

Our two research question which we have identified are:

- Q1: How to implement an e-shop?
- Q2: How to apply digital marketing in the e-shop?

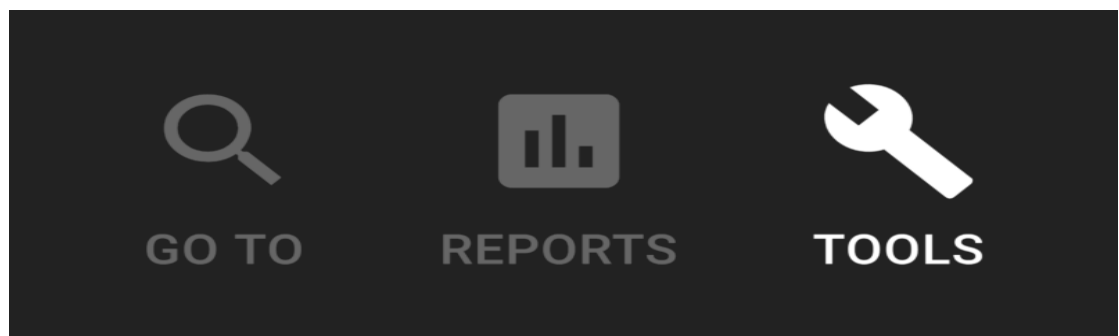
3 Design and Implementation

In this chapter we are going to talk about all the steps we took to create our e-shop and the digital marketing strategy we decided to implement.

3.1 Brand Name

When there is only the idea of starting a new company and the only thing that is already known is the nature of the new business there is also something extremely important. That is the selection of the company's name. When there is a huge market and a wide range of competitors in the same field the name should be something appealing, prototype and easy to remember. A very useful tool is "Google Keyword planner".

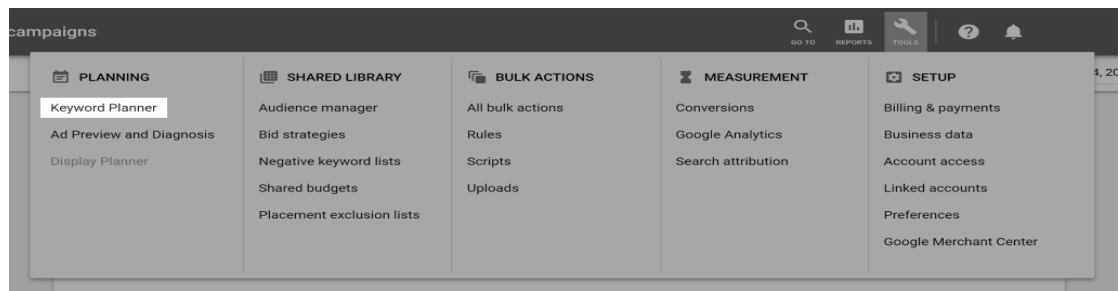
Google Keyword Planner is a free tool and in order to use it, there must be a Google ads account at the first place. It is a very simple procedure to create a new account and it demands some basic information about the business. There is no need of running an active campaign but at least set up a Google AdWords campaign. After logging in to the account, click on the wrench icon in the toolbar as we can see in Picture 1 and then choose keyword planner.



Picture 1: Keyword planner toolbar *Source:* <https://backlinko.com/google-keyword-planner>

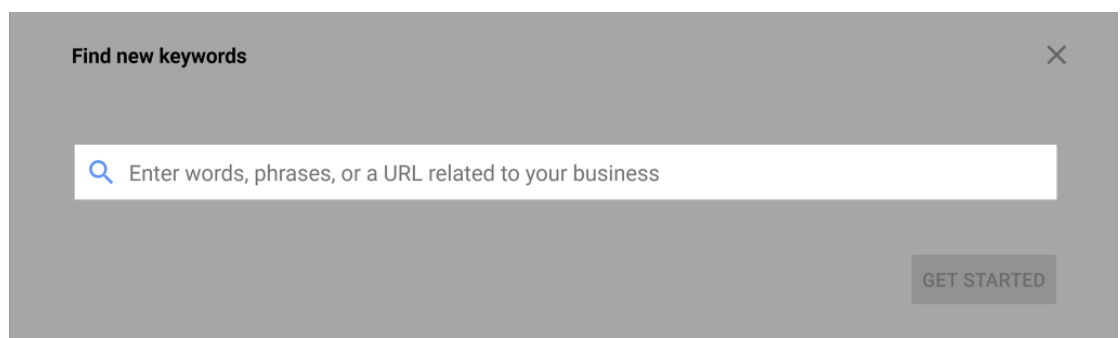
After clicking in the Keyword planner tab (picture2) there will be an option of two different tools: "Find new keywords" and "Get metrics and forecasts for the new keywords".

Like the name suggests in the first tool it is ideal for finding new keywords. The field for this tool says to enter words or phrases or even a URL related to the business.



Picture 2: Keyword planner tab Source: <https://backlinko.com/google-keyword-planner>

In “Enter Words” (picture 3) there are some simple phrases that describe the business (for example fashion, women clothing). This allows to insert in Google’s internal database of keywords for different industries. In “phrases” there are a lot of keywords together and a list of closely related terms is appeared. It is recommended to enter at least two keywords. In “URL” which is designed for AdWords users somebody can find a few solid keywords using the site’s homepage.



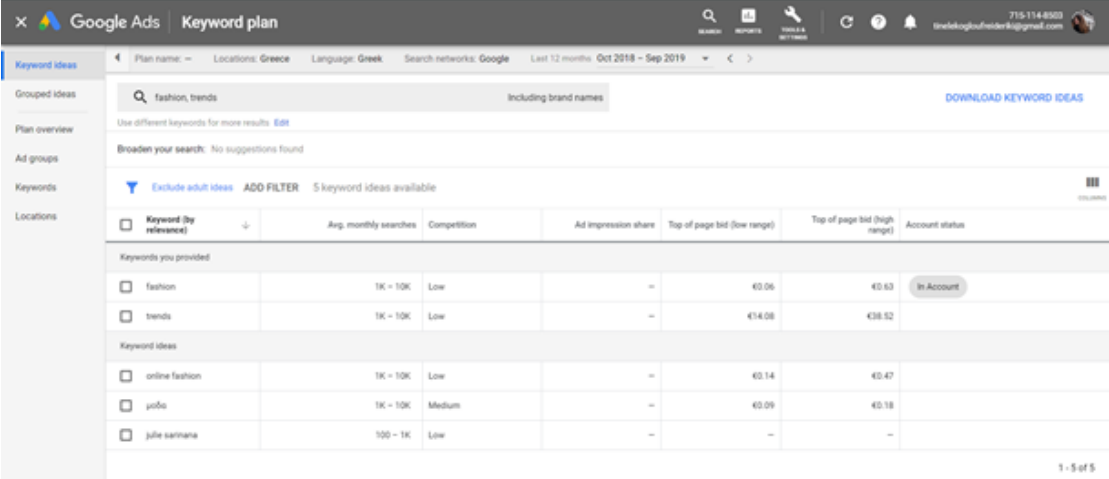
Picture 3: Enter words search bar Source: <https://backlinko.com/google-keyword-planner>

The other tool “Get metrics and forecasts for your keywords” is useful when a business has a long list of keywords and wants to search their search volume. The difference between the tools is that in the first one you only get data on the keywords you entered and in the second one Google will predict how many clicks and impressions you will get from the keywords you entered. Both tools end up in the same results page which looks like this.

At the top of the page (picture 4) we will notice three targeting options which are Location, Language and search networks.

- Location refers to the country that we are marketing in.

- Language refers to the language of the keywords we want to see information on
- Search Networks refers whether you want or not to advertise only on Google and their search partners such as YouTube.



Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> fashion	1K - 10K	Low	—	€0.06	€0.63	In Account
<input type="checkbox"/> trends	1K - 10K	Low	—	€14.08	€38.52	
Keyword ideas						
<input type="checkbox"/> online fashion	1K - 10K	Low	—	€0.14	€0.47	
<input type="checkbox"/> μωfie	1K - 10K	Medium	—	€0.09	€0.18	
<input type="checkbox"/> julia sartana	100 - 1K	Low	—	—	—	

Picture 4: Keyword planner environment

After typing a decent amount of keywords related to woman clothing the results had shown that the words “fashion” and “trend” appeared a lot in the searches. So, a combination of those two conducted the brand name of the online shop. One step before deciding the final name is to check the availability of the domain. A tool which helps for this check is the website “<https://www.papaki.com/el>” and in picture 5 we can see how the website looks like.



Picture 5: “Papaki” website

3.2 Brand Logo

As far as we are all concerned there has never been a big brand without a logo. A logo has a major impact on how the potential customers perceive a brand. The most important thing is to find an outstanding logo. In order to begin with the design of it a company needs to ask a few questions such as:

- Why do I need to have a logo?
- Which is my brand identity?
- What do the competitors have?
- Which color and font should I choose?
- Which design style should I choose?
- Which is the right type for the logo?

The logo that a business must choose has to have a huge impact and needs to create a great first impression for the company. It will provide information to the clients and will help them understand if this brand is going to be the right one for them. The logo is going to be illustrated in all the branding materials, website, business cards and packaging. So, it must be unique because it will have the power to make a company stand out.

The logo's purpose is to communicate the personality of each brand. To make this happen each company should understand which the core personality is. When this is clear, it would be much easier to make the design choices that compliment and complete the picture.

A company's competition is the first place to check and borrow ideas. What is already out there, what does the audience prefer and what is proven as a misfit. While taking a closer look to these competitors a company has the ability to understand what makes them different and where should they emphasize in order to create a competitive advantage. However, is it very important for a company to stand out, for example if competitors have monochrome logos maybe it is a good idea to adopt a multicolored one.

It is true that there is a theory about the colors and their meanings. So, before choosing the right one a company should really evaluate which is the exact purpose and who is going to be attracted by that color. For example, red stands for excitement, passion and anger. Yellow could be used if a company wants to

look accessible and friendly. Blue is a classic and common choice and green is extremely versatile and can work for any brand. Of course, a company can use combinations of colors to tell a complete logo story. About the font there are four basic types: serif fonts, sans serif fonts, script fonts and display fonts. Each one of them gives a totally different appearance in the image of the logo.

When the idea of the brand is clear it is the time that this idea should be translated into design. There are a lot of different variables that should be taken into consideration before the creation is about to start such as color, font, shape etc. There is not a style that fits everyone. Each brand must choose only what is suitable for her. It could be classy, retro or vintage, modern and minimalist, fun and quirky or handmade.

In addition to the overall style of the logo there are 7 different types of logos a company can choose from when creating the logo. These types are: lettermarks(or monogram) which are great to streamline the company's logo especially if the name is long and hard to remember, wordmarks(or logotypes) which are a very straight forward way to use a company name as a logo and pictorial marks(or logo symbols) which is usually what a person thinks of when they hear the word 'logo'. Additionally, there are abstract logo marks which are geometric forms that don't establish immediate connection to an existing image but created something entirely new for the brand. Mascots are also used as logos and they consist a fun way to give personality in a brand. Finally, there are combination mark logos and emblems. The first ones combine a symbol with a word mark to create an easily recognizable logo and the second ones are usually consisted of a text integrated in a logo or icon such as badge.

The logo of "Fashion Trend" as we can see in picture 6 looks like a pink circle with the name of the business inside.



Picture 6: Fashion Trend's logo

Pink color is preferred in girly websites and with shades like pastel rose, millennial pink or neon magenta, pink can give to the logo a grown up and cool, but still youthful and feminine look. The chosen style is clean and minimalist to communicate how fresh and modern they brand is. This style uses a lot of whitespace, minimal details and simple lines which results in a sleek, pared back logo. A minimalist and modern style shows your customers that your brand is up-to-date, cool and knows what counts.

3.3 Market Analysis

When a business conducts market research is able to have a picture of what kind of new services or products might be profitable. If the products or services already exist, then the business can understand if those meet the needs of the customers and their expectations. By researching the answers to specific questions, the businesses can learn whether they should make changes in their existing product and the procedures which accompany the product or add additional services. When a new business is about to launch their product the market research will help to investigate the existing market, the weaknesses, the opportunities to gain a competitive advantage and target the group of people who are going to be the potential clients.

"Failure to do market research before you begin a business venture or during its operation is like driving a car from Texas to New York without a map or street signs," says William Bill of Wealth Design Group LLC in Houston. "You have known which direction to travel and how fast to go. A good market research plan indicates where and who your customers are. It will also tell you when they are most likely and willing to purchase your goods or use your services."

When a business conducts a market research, can use the results to either create a business and a marketing plan or to measure how successful is the current plan. So, that's why it is important to ask the right questions, to the right people. In case the research is not done properly the results may lead to the destruction of the business and give the competitors an advantage over the new business.

Some important questions to ask might be those:

- What factors do you consider when purchasing this product or service?

- What do you like or dislike about current products or services currently on the market?
- What areas would you suggest for improvement?
- What is the appropriate price for a product or service?

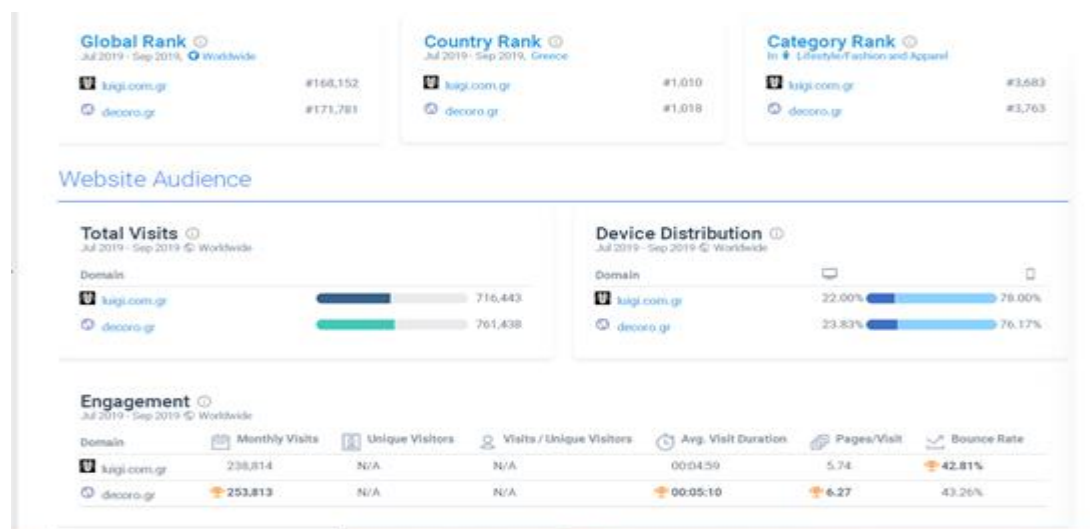
Fashion Trend is a new company in a very competitive market with low barriers to entry. Although there is very appealing idea to build a clothing brand, open the doors and adopt the strategy “If you build it, they will come” it is a very risky move. In order to make the business sustainable and successful, we need to focus on the local market factors and consumer behavior. Fashion trend is an online store based in Thessaloniki and the targeted customers are located in the wider area of Greece. Keeping in mind that only 1/3 of all businesses will survive over 10 years the planning should be examined and executed with extra attention.

We identified the main competitors of Fashion trend and those are Luigi, Decoro, Forebelle, Inloveboutique, Myfashionfruit, Thefashionproject, Madeo fgrace and Perfectdress. Using the tool “Similarweb” we can extract some very important information about their rank, the total visits, average duration visit etc.

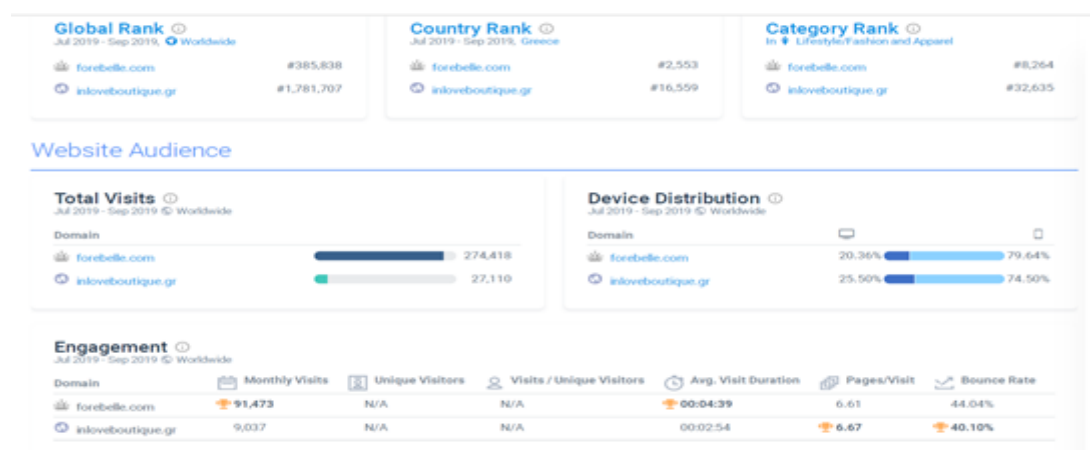
- Luigi is a Greek company introduced to the market in 2013, targeting to make international shoe industry financially approachable from everyone. Luigi started from a physical store in Thessaloniki in 2013 and in 2015 created their e-shop. Then everyone in Greece and Cyprus were able to purchase low-cost but fashionable shoes. In 2016 they created their first collection of handmade shoes made in Greece and in 2018 they launched their first collection in clothing, accessories and swimwear.
- Decoro is a Greek company introduced to the market in 2007 and their physical shop is in the center of Thessaloniki. They provide low-cost clothes for women and men.
- Forebelle was created in 2013 as an online shop for people who love fashion. Their products are suitable for people of all ages who love fashion. Their products are elegant, modern and always in reasonable prices. The e-shop is systematically renewed and every week new clothes are added to their collection.
- Inlove boutique is a physical store in Corfu created in 2006. They run also an online store with stylish clothes and accessories.
- My fashion fruit was created in 2010 by a group of 7 people. Their collections and clothes are selected or designed in order to make the customers feel cozy and simple. They prefer natural colors with feminine and chic style.

- Both The fashion project and Made of Grace are online stores with clothes of each style. Modern, chic, urban and classy.
- The Perfect Dress was created in 2013 from a creative team with passion with fashion design, styling, photography and graphic design. The team filters carefully new trends in fashion and chooses the best designs from England or Greece every week. They own also a physical store where anyone can go and see the clothes, try them and buy them.

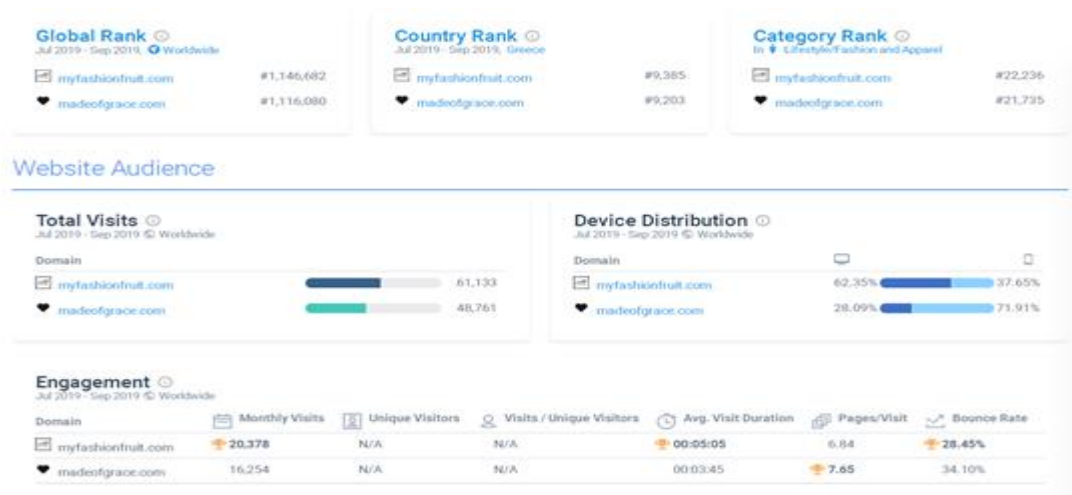
Comparing the ranks and the engagement of each competitor we can see the results in pictures 7, 8, 9 and 10.



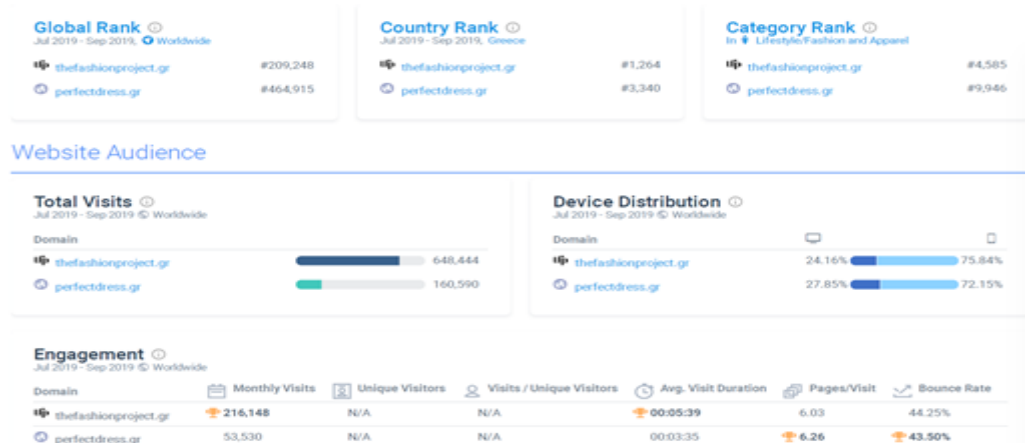
Picture 7: Comparison of Luigi and Decoro



Picture 8: Comparison of Forebelle and Inloveboutique



Picture 9: Comparison of Myfashionfruit and Madeofgrace



Picture 10: Comparison of The fashion project and Perfect Dress

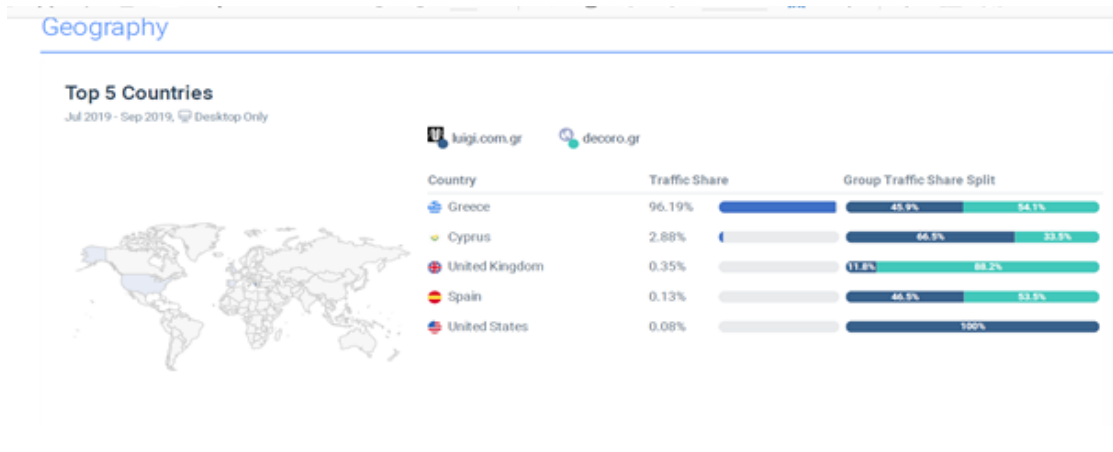
In the table 2 below we can have a summary of data of each competitor. We can see the place of each site in a global scale and in the rank in their leading country (Greece). Category rank shows us the traffic rank of the site compared to others from the same category. Total visits refer to the total traffic from both desktop and mobile phones. The Average Duration Visit refers to the time a user spends in each site and Pages/Visit is how many pages a user will check before leaving the site. Bounce rate is a very important metric and represents the percentage of visitors who enter the site and then leave ("bounce") rather than continuing to view other pages within the same site. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits.

Table 2: Ranks of Competitors

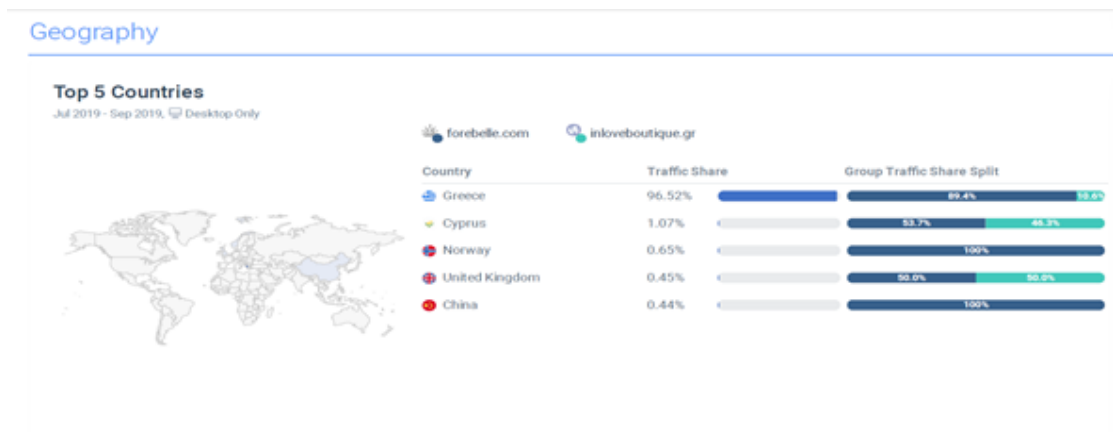
Brand	Global rank	Country rank	Category rank	Total visits	A.V.D	Bounce rate	Pages/visit
Luigi	#168.152	#1.010	#3.683	716.443	04:59	42.81%	5.74
Decoro	#171.781	#1.018	#3.763	761.438	05:10	43.26%	6.27
Forebelle	#385.838	#2.253	#8.264	274.418	04:39	44.04%	6.61
Inloveboutique	#1.781.707	#16.559	#32.635	27.110	02:54	40.10%	6.67
Myfashionfruit	#1.146.682	#9.385	#22.236	61.133	05:05	28,45%	6.84
Made of grace	#1.116.080	#9.203	#21.735	48.761	03:45	34.10%	7.65
The fashion project	#209.248	#1.264	#4.585	648.444	05:39	44.25%	6.03
Perfect dress	#464.915	#3.340	#9.946	160.590	03:35	43.50%	6.26

This table shows that the most powerful competitor is Luigi and after that Decoro. They own the highest country ranks in comparison with the others. The A.D.V is almost 5 minutes and the bounce rate close to 40%. The main goal of each company is to keep bounce rate to the minimum because in that way they understand that they keep the interest of the clients. If bounce rate is high, then they need to try and find what is making the customers exit their webpage. That could be for example a not friendly mobile page, or a delay in the loading of the page, or pop-up windows who bother the potential buyers. Another interesting fact is that competitor Myfashionfruit despite its low position in the country rank has a very good bounce rate scor and the pages per visit are almost seven. This means that they keep their customers' interest and the customers on the other hand find a site which fulfills their expectations.

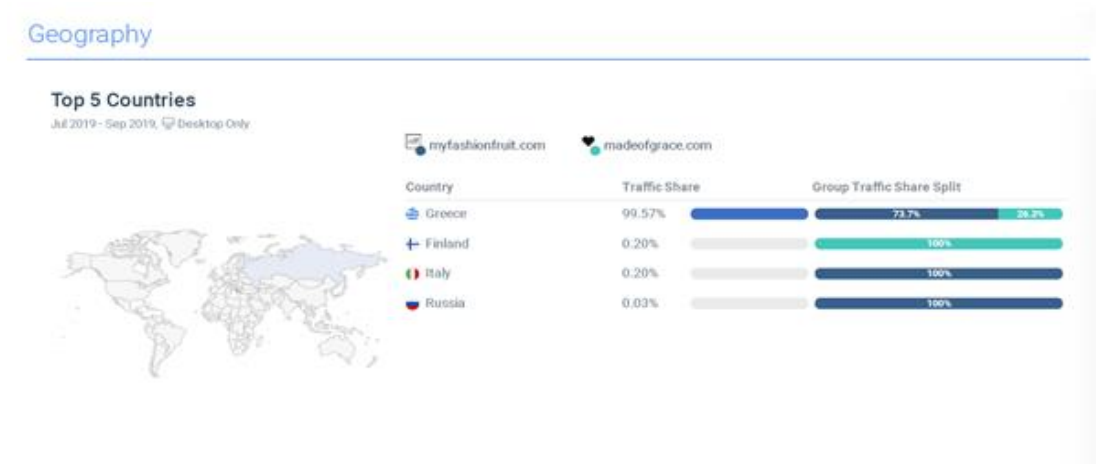
From a geographical scope all competitors sales come first in Greece and Cyprus and with the help of the tool Similar Web we can see the statistics in pictures 11, 12, 13 and 14.



Picture 11: Geographical Scope of Luigi and Decoro



Picture 12: Geographical Scope of Forebelle and Inloveboutique



Picture 13: Geographical Scope of MyfashionFruit and Madeofgrace

Geography

Top 5 Countries

Jul 2019 - Sep 2019 Desktop Only



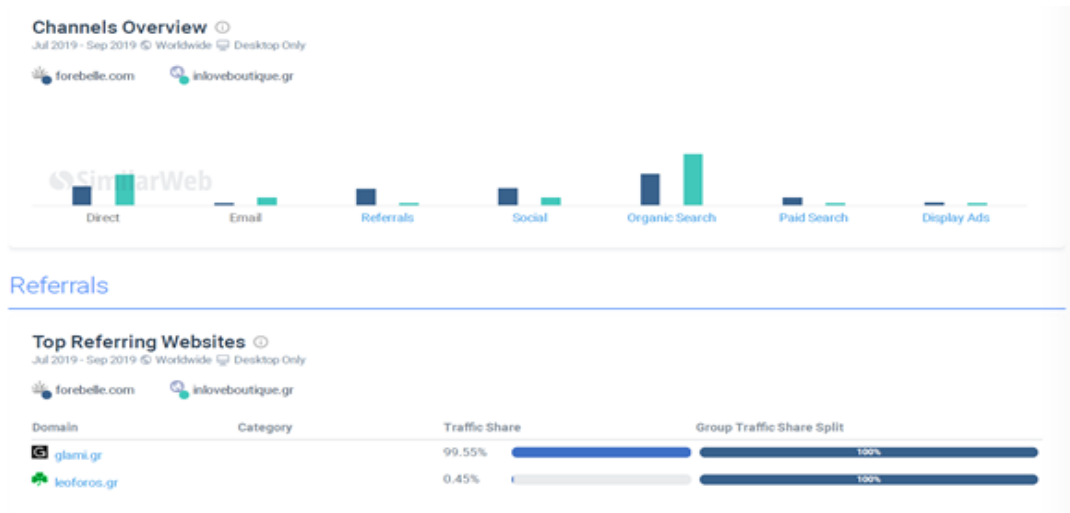
Country	Traffic Share	Group Traffic Share Split
Greece	98.59%	78.0% 22.0%
Cyprus	0.56%	74.9% 25.1%
United Kingdom	0.24%	43.0% 57.0%
Spain	0.19%	74.4% 25.6%
China	0.13%	100%

Picture 14: Geographical Scope of Thefashionproject and perfectdress

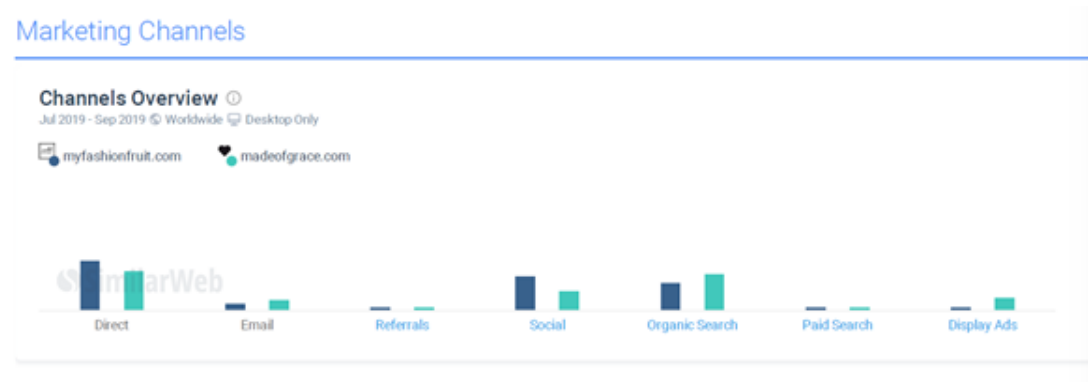
Channels Overview is the tool where we can track which are the main sources of desktop traffic like who directly typed the name of the competitor, or received an email, or another site referred to the competitor, or from their social media. With Similar Web we can see the statistics in pictures 15, 16, 17, 18 and 19.



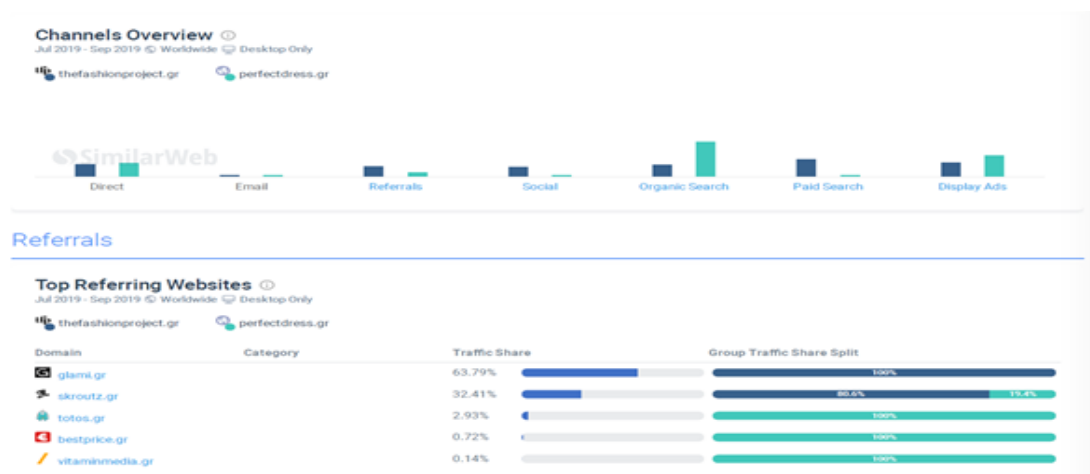
Picture 15: Channels overview of Luigi and Decoro



Picture 16: Channels overview of Forebelle and Inloveboutique



Picture 17: Channels overview of Myfashionfruit and Madeofgrace



Picture 18: Channels overview of Thefashion project and Perfectdress.

When the traffic comes from social media in the pictures 19, 20, 21, 22 below, we can see which of them are more effective. Facebook is the most powerful tool and then comes YouTube and Instagram. The reason Facebook is the most popular tool cannot be summed up in one word. There are several factors which affect its popularity.

Firstly, we need to take into consideration the type of the company, which are their products and who is the audience, if there is a physical store or only an online store, which is the relationship between the customer and social media. Fashion Trends customers are mostly women of all ages. Younger women up to their 30s are very familiar with both Instagram and Facebook but women in 30+ prefer Facebook, so it will be more appropriate to focus on Facebook more than Instagram and YouTube.



Picture 19: Traffic in Luigi and Decoro



Picture 20: Traffic in My fashionFruit and Madeofgrace



Picture 21: Traffic in Myfashionfruit and Madeofgrace



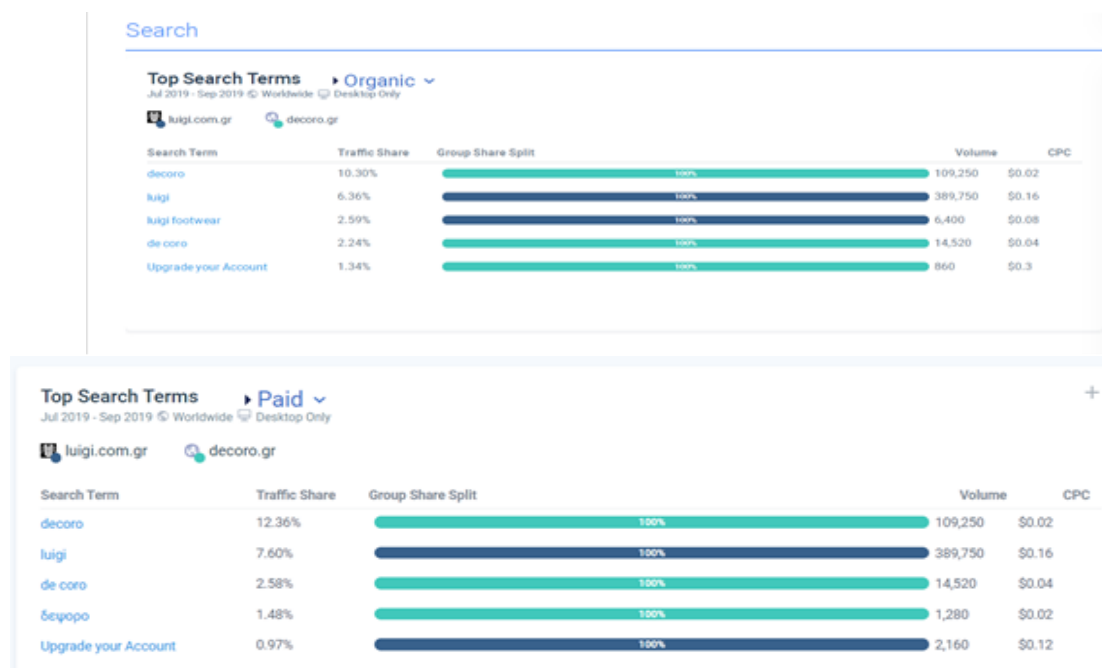
Picture 22: Traffic in Thefashionproject and Perfectdress

Organic and *Paid* search is when a search engine returns its search results and gives you those two types. Organic search results are the Web page listings that most closely match the user’s search query based on relevance. Also called “natural” search results, ranking high in the organic results is what SEO is all about.

Paid results are basically advertisements — the Web site owners have paid to have their Web pages display for certain keywords, so these listings show up when someone runs a search query containing those keywords.

On a search results page, you can tell paid results from organic ones because search engines set apart the paid listings, putting them above or to the right of the organic results, or giving them a shaded background, border lines, or other visual clues.

Pictures 23, 24, 25 and 26 below show us the top search terms for each competitor:



Picture 23: Top search terms in organic and paid search in Luigi and Decoro

Search

Top Search Terms ▾ Organic ▾

Jul 2019 - Sep 2019 Worldwide Desktop Only

forebelle.com inloveboutique.gr

Search Term	Traffic Share	Group Share Split	Volume	CPC
forebelle	23.64%	100%	22,420	\$0.04
inloveboutique	4.03%	100%	N/A	N/A
in love boutique	3.85%	100%	N/A	N/A
payio	2.42%	100%	20,340	\$0.39
Upgrade your Account	1.71%	100%	20	\$0.32

Top Search Terms ▾ Paid ▾

Jul 2019 - Sep 2019 Worldwide Desktop Only

forebelle.com inloveboutique.gr

Search Term	Traffic Share	Group Share Split	Volume	CPC
forebelle	6.51%	100%	22,420	\$0.04
Upgrade your Account	1.32%	100%	170	\$0.07
plus size payio	1.09%	100%	440	\$0.3
Upgrade your Account	0.81%	100%	10	\$0.2
Upgrade your Account	0.70%	100%	10	\$0.15

Picture 24: Top search terms in organic and paid search Forebelle and Inloveboutique

Search

Top Search Terms ▾ Organic ▾

Jul 2019 - Sep 2019 Worldwide Desktop Only

myfashionfruit.com madeofgrace.com

Search Term	Traffic Share	Group Share Split	Volume	CPC
myfashionfruit	29.36%	100%	9,300	\$0.43
my fashion fruit	14.01%	100%	9,300	\$0.43
made of grace	11.61%	100%	N/A	N/A
mood rings cΛΛoβa	3.21%	100%	N/A	N/A
fashion fruit	2.98%	100%	9,250	\$0.02

Picture 25: Top search terms in organic search in Myfashionfruit and Madeofgrace

Search

Top Search Terms

Organic

Jul 2019 - Sep 2019 Worldwide Desktop Only

thefashionproject.gr perfectdress.gr

Search Term	Traffic Share	Group Share Split	Volume	CPC
the fashion project	4.54%	100%	26,280	\$0.04
fashion project	2.66%	100%	17,300	\$0.05
perfect dress	2.02%	100%	6,270	\$0.37
perfectdress	1.44%	100%	720	\$0.04
thefashionproject	1.39%	100%	26,280	\$0.04

Search

Top Search Terms

Paid

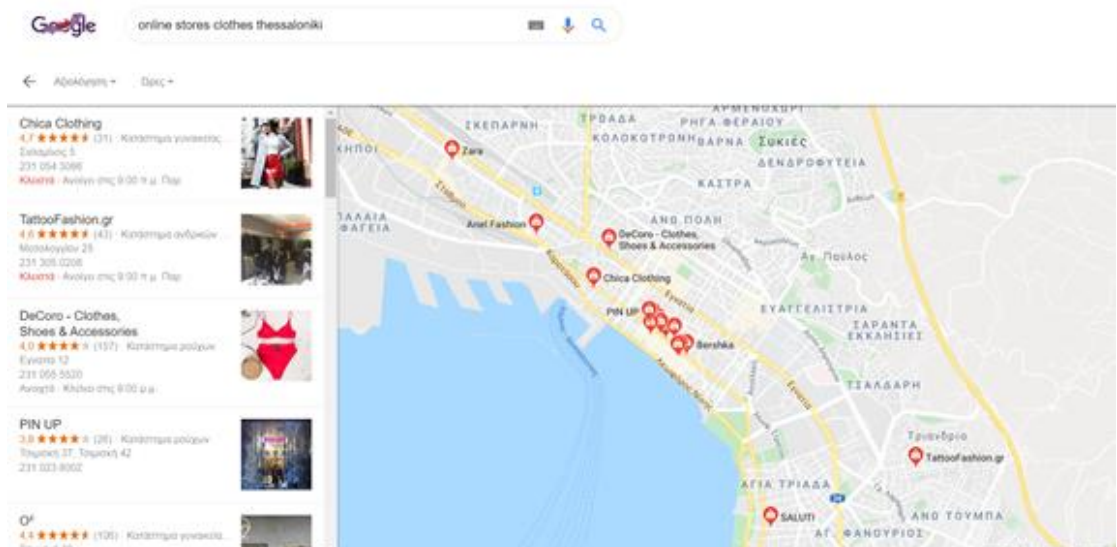
Jul 2019 - Sep 2019 Worldwide Desktop Only

thefashionproject.gr perfectdress.gr

Search Term	Traffic Share	Group Share Split	Volume	CPC
the fashion project	7.03%	100%	26,280	\$0.04
fashion project	3.38%	100%	17,300	\$0.05
thefashionproject	1.89%	100%	26,280	\$0.04
Upgrade your Account	1.05%	100%	26,280	\$0.04
Upgrade your Account	0.97%	100%	650	\$0.09

Picture 26: Top search terms in organic search Thefashionproject and Perfectdress

In order to check the competition in the city Fashion Trend is based we used Google Search and typed “online clothes stores”. The results demonstrated a map with the allocation of some online stores. We provide the screenshot in the picture 27 below. Most of them are situated in the city center.



Picture 27: Competition in Google Maps

The term *Search Engine Optimization* is the procedure of optimizing a webpage in order to achieve the highest rank in the results of search engine machines. The easiest way to find a webpage in search engines such as Google is to type specific keywords or phrases. That could be the name of a company or the category of products/ services. The results that search engines give to us could be thousands or millions and in the hierarchy goes from the most relevant keyword to the least. The results are presented to us in pages (10 results in each page) and the user usually reads up to three first pages and then decides which website to visit. So, the websites presented in the first thirty results are more likely to be visited than the others.

The first thing to do when starting to apply SEO is to think of the basic product of the company. If, for example the company was somebody else's which is the keyword that someone would type in order to find it in the search engine? Common sense says that he would type the brand name of the company or something related to the products. But the fact is that most people are not aware of the names of each company that exists in the worldwide web, so it is necessary to make the SEO as much as efficient as possible.

A very useful tool we used in order to find keywords and phrases that will help Fashion trend appear in the highest rank is NeilPatel.com. In picture 28 we can see how the homepage looks like.



Picture 28: Neilpatels homepage Source: <https://neilpatel.com/>

Using NeilPatel helped us identify some keywords our competitors use. In the following pictures 29, 30, 31, and 32 we can have a clear view.

luigi

Google / Google

12 Keyword Ideas

12

Filters

SUGGESTIONS [12]

COMPARISONS [3]

RELATED [14]

QUESTIONS [5]

PREPOSITIONS [3]

KEYWORD	VOL	CPC	PD	SB
luigi	80,300	0.00€	31	19
luigi shoes	1,300	0.00€	28	27
luigi jeans	1,300	0.00€	47	33
luigi sneakers	260	0.00€	40	30
luigi dresses	140	0.00€	58	36
luigi outfits	70	0.00€	24	26

forebelle

Google / Google

11 Keyword Ideas

11

Filters

SUGGESTIONS [11]

COMPARISONS [3]

RELATED [23]

QUESTIONS [4]

PREPOSITIONS [3]

KEYWORD	VOL	CPC	PD	SB
forebelle	22,200	0.40€	1	38
forebelle official	140	0.23€	2	19
forebelle dresses	90	0.00€	53	34
forebelle plus size	10	0.00€	40	26
forebelle jumpsuits	10	0.00€	28	27
forebelle top	10	0.00€	12	22

Picture 29: Keyword ideas for luigi and forebelle

decoro

Greek / Greece

11 Keyword Ideas

Filters

SUGGESTIONS [11]

RELATED [74]

QUESTIONS [8]

PREPOSITIONS [8]

KEYWORD	VOL	CPC	PD	SB
decoro jumpsuits	3,600	0.00€	36	30
decoro dressesuits	720	0.00€	46	32
decoro gr	720	0.04€	16	23
decoro shoes	140	0.20€	13	22
decoro jumpsuits	70	0.14€	13	22
decoro jumpsuits	40	0.02€	14	23

inloveboutique

Greek / Greece

12 Keyword Ideas

Filters

SUGGESTIONS [12]

RELATED [32]

QUESTIONS [8]

PREPOSITIONS [8]

KEYWORD	VOL	CPC	PD	SB
inloveboutique	2,300	0.00€	1	32
inloveboutique gr	480	0.00€	1	18
inloveboutique jumpsuits	30	0.00€	1	18
inloveboutique jumpsuits	10	0.00€	18	24
back inloveboutique	0	0.00€	1	17
eden inloveboutique	0	0.00€	1	17

Picture 30: Keyword ideas for Decoro and Inloveboutique

myfashionfruit

Greek / Greece

12 Keyword Ideas

Filters

SUGGESTIONS [12]

COMPARISONS [3]

RELATED [2]

QUESTIONS [8]

PREPOSITIONS [3]

KEYWORD	VOL	CPC	PD	SB
myfashionfruit	9,300	0.39€	1	34
myfashionfruits	9,300	0.40€	1	34
myfashionfruit sales	20	0.00€	1	19
myfashionfruit skirts	0	0.00€	1	17
myfashionfruit skirts skirt	0	0.00€	1	12
myfashionfruit Instagram	0	0.00€	1	17

thefashionproject

Greek / Greece

11 Keyword Ideas

Filters

SUGGESTIONS [11]

COMPARISONS [3]

RELATED [8]

QUESTIONS [5]

PREPOSITIONS [2]

KEYWORD	VOL	CPC	PD	SB
thefashionproject	27,000	0.04€	19	41
the fashion project womenswear	90	0.00€	29	14
thefashionproject Instagram	10	0.00€	11	22
thefashionproject gr womenswear	10	0.00€	1	18
the fashion project e shop	0	0.00€	1	4
the fashion project online shop	0	0.00€	1	4

Picture 31: Keyword ideas for Myfashionfruit and Thefashionproject

madeofgrace

Creek / Greece

11 Keyword Ideas

SUGGESTIONS [11]
COMPARISONS [3]

KEYWORD	VOL	CPC	PD	SB
madeofgrace	1,000	0.00€	1	31
made of grace clothes	40	0.00€	6	7
made of grace dresses	20	0.00€	4	7
made of grace jumps	10	0.00€	10	8
made of grace jumpsuits	10	0.00€	1	5
made of grace e shop	0	0.00€	1	4

perfectdress

Creek / Greece

13 Keyword Ideas

SUGGESTIONS [13]
COMPARISONS [3]

KEYWORD	VOL	CPC	PD	SB
perfectdress	990	0.00€	14	36
perfectdresses	990	0.00€	14	36
perfect dress womenswear	10	0.04€	23	20
perfect dress e shop	10	0.00€	14	18
perfect dress trunkmode	0	0.00€	1	12
perfect dress grubdendone	0	0.00€	1	12

Picture 32: Keyword ideas for Madeofgrace and Perfectdress

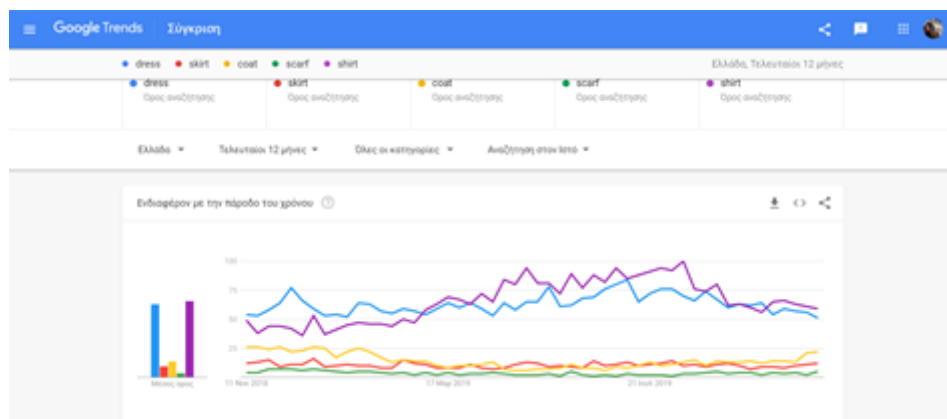
Vol stands for the number of searches this particular keyword has during a month.

CPC stands for the average cost per click the company would pay to Google if wanted to be seen as an ad. If someone pays a high CPC, the keyword is usually more valuable.

PD stands for paid difficulty which means the estimated competition in paid search, the higher the number the more competitive.

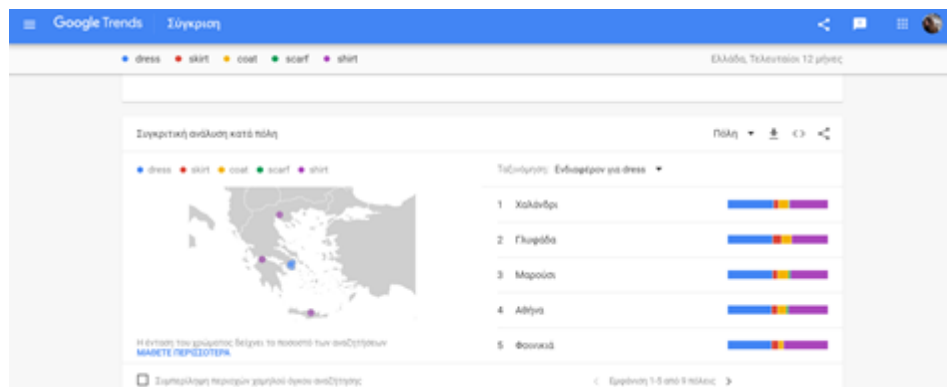
SD stands for SEO difficulty which means the estimated competition in organic search. The higher number the more competitive.

We used also *Google Trends* to track how often people in Greece search in web for different types of clothes (Picture 33).



Picture 33: Search terms in Greece

Moreover, how popular is each keyword among the country (picture 34).



Picture 34: Popularity of keywords in Greece

3.4 Customer analysis

The purpose of conducting a customer analysis is to examine if the consumers are most likely to purchase a product or a service in-depth. Brands can divide their potential customers in different groups with same needs. The key purpose is to understand those needs, build their business placing those needs in the center of the circle and provide the best solutions. The first step is to identify who are the current customers. The more research a brand does for the potential customers the better for them. This group then should be split into subgroups which display similar traits or motivation. Another good idea is to identify also, another segment of the market who is not reached yet. After completing that segmentation, the next step is to figure out which are the needs of these groups and how can the company's products meet the needs of the customers.

To become familiar with the clients in an assortment of ways and by using a mix of research techniques which will give the most precise outcomes. It is ideal to gather as much data as could reasonably be expected. Details like age, gender, demographics, socioeconomics and psychographics are terrifically significant. Also, very important are their interests, different brands they like, books they read, etc. Communicate with them and running a survey will be the most ideal method for finding out about them in their very own words, even though that comes with biases. Diminish this, by supplementing that research with sales data, CRM data, and customer-facing employees. When these gatherings are distinguished, social data can expound the comprehension by giving a more holistic view of the groups.

Those groups should have members are homogenous and distinct from other groups. The segmentation criteria should be:

- **Measurable:** The analysis ought to recognize the size of a market portion with the goal that a business can choose to what degree efforts should be centered around the segment.
- **Distinguishable:** Observable differences must exist in order to characterize segments.
- **Substantial:** The market needs to be large enough to justify segmenting, with each segment substantial enough to make it worthwhile.
- **Financial:** There will be additional costs when marketing to multiple, separate groups, so the predicted income must exceed these costs.

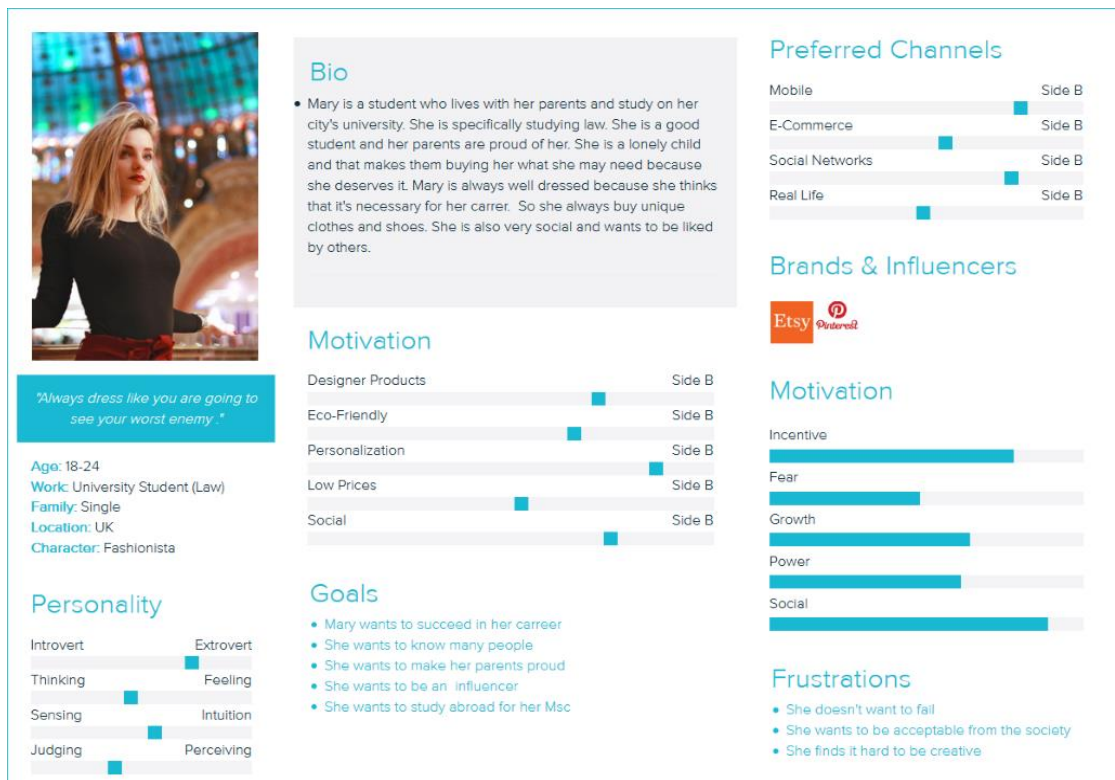
- Accessible: Your marketing messages should be accessible to each market segment. Different groups will respond better to different forms of advertising.

When the segmentation is accurate enough and the information gathered is clear it is helpful to create different types of buyer personas to visualize a human rather than aiming for an abstract idea. The next step is to identify the needs of those buyers. The best way to find out about those needs is to ask them with surveys or online services and if the responses are enough it will lead to more accurate results. Another way is to observe past behaviors of the groups such as the percentage of buying a similar product at some time in the past.

Once the research is done and the needs of each customer segment are identified it is the time for the business to find the connection between them and their products. This section of customer analysis should just be a matter of discussing and brainstorming with internal partners. Solution based answers should be the outcome of this process and by solving the problems the customers meet on a daily basis will resonate with them. The focus must be how to make their lives easier and more enjoyable.

Fashion trend in its beginning provides clothes only for women but there is a wide range of customers who are potential buyers. Mostly women of all ages but also men who are interested in buying a present for their loved ones.

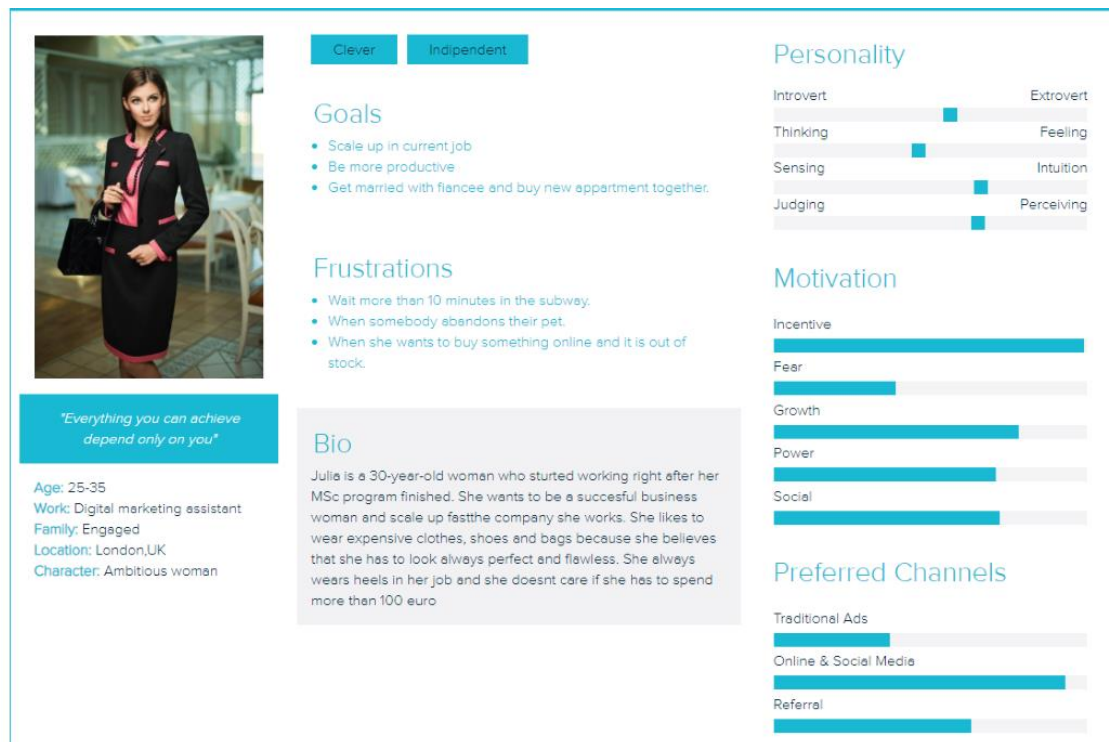
After conducting a research in the existing market there are 4 different customer segments identified and Fashiotrend targets. The first one is women who study in the university aged from 18-24. In these ages women are old enough to make their online purchases and due to the fact that most of them work as part time or in a job who offers them the basic salary or don't work at all, low cost fashion is in their first choice. Being in the pick of their youth they like to hang out in bars, go clubbing and go to parties very often. They like to live their life in the fullest and also they want to feel pretty and change their clothes and shoes every day. Women in their 20s seem to be attracted in fancy and one of a kind clothes and this company gives the opportunity to make these ladies buy something which makes them feel totally themselves. A persona (picture 35) of this customer segment is:



Picture 35: Persona No 1

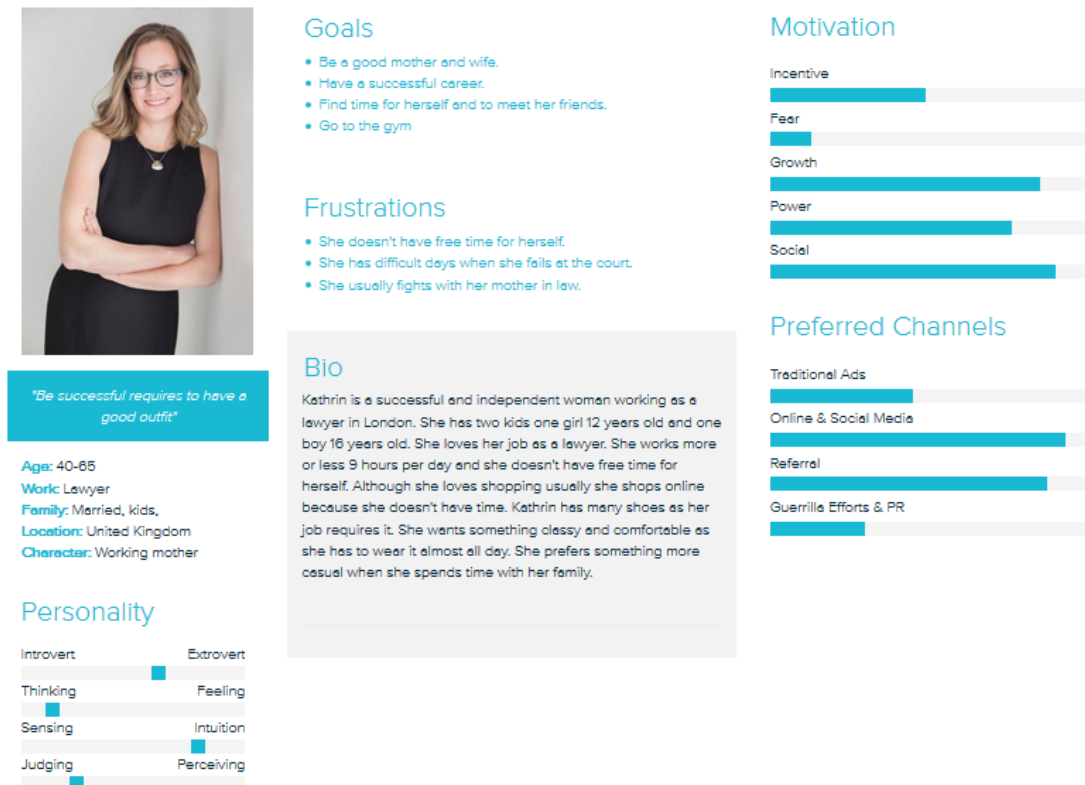
Source: <https://xtensio.com/how-to-create-a-persona/>

The next segment refers to women aged 25-35. By this age women are in their first steps of their career who try to succeed in their job and raise their annual income. They move to the next phase of their life, which is to find the right job, a nice apartment, live together with their loved ones and create a family. Their appearance is very important to them so they always try to treat themselves with nice and fashionable clothes. They like stylish clothes and shoes. That is why Fashion trend meets their ambitions. A woman can find from a chic and elegant up to an eccentric and fancy cloth. A persona (picture 36) example is:



Picture 36: Persona No 2 Source: <https://xtensio.com/how-to-create-a-persona/>

The last segment referring to women covers ages from 35-65. In those ages most of the targeted clients are women who have a good position in their workplace, already have a family and their annual income is raises in comparison to other age groups. These ladies have a huge problem with lack of time. They are mothers and women who have needs. They prefer to shop online to gain time and do something else instead. Fashion trend also is a perfect company for them. A cloth doesn't need to be very expensive to look classy. This company is a great example of how quality is in the best relationship with the price. A persona (picture 37) example is:



Picture 37: Persona No 3

Source: <https://xtensio.com/how-to-create-a-persona/>

The last target customer segment is men aged 30-55. This segment refers to all that men who would like to buy a special gift for their close female persons. They are men with good taste in clothes, shoes and accessories and want to give to their beloved ones the perfect gift. Usually, they don't care about the price of the product because they feel happy about their choice. A male persona (picture 38) example is:



Picture 38: Persona No 4

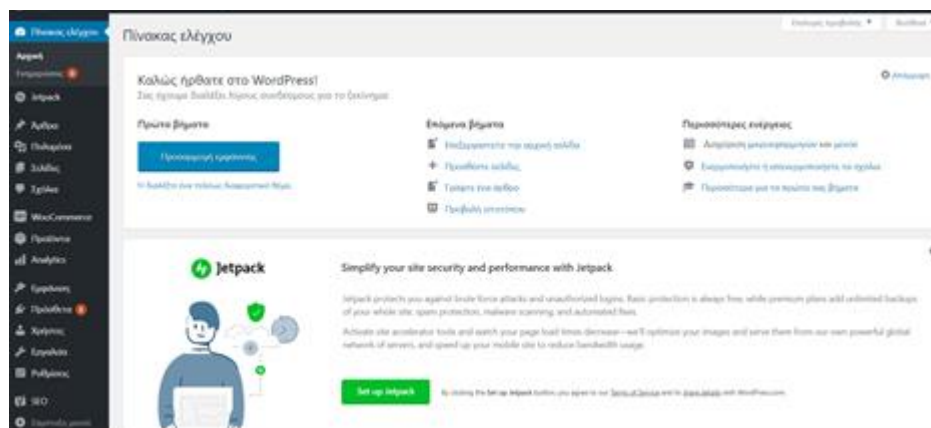
Source: <https://xtensio.com/how-to-create-a-persona/>

3.5 Implementation of e-shop

Creating Fashion Trend in WordPress

To create the online shop of Fashion trend we used the tool Woocommerce. WooCommerce is the best way to turn your WordPress website into a fully functional e-commerce store. Here are the specifics:

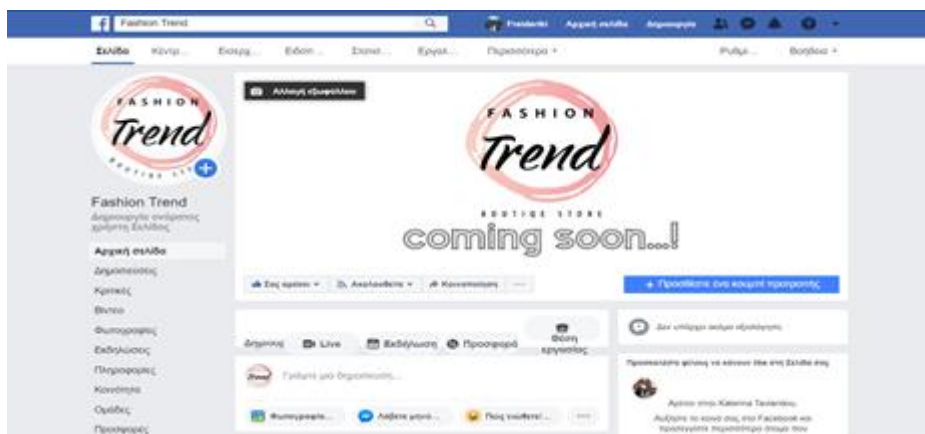
- Technically speaking, Woocommerce is a WordPress plugin. It needs to be installed and activated just like any other plugins in order to function.
- It's free and open-source – just like WordPress. You don't need any license, things don't expire and no one comes asking for money at any point.
- It's the most popular e-commerce plugin for WordPress.
- It's (arguably) the most feature-rich plugin of that kind too.
- You can set it up and configure it by yourself.
- The setup is fast.



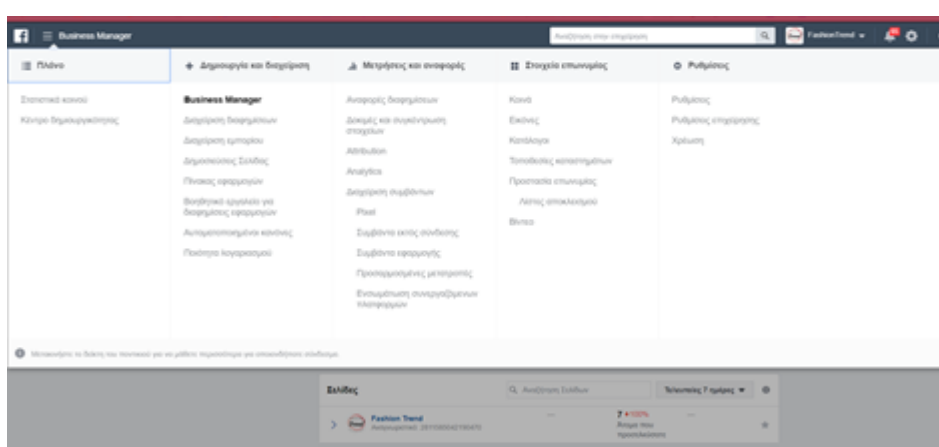
Picture 39: Woocommerce environment

Creating the Facebook page of Fashion Trend

At first, we created the Facebook page (Picture 40) in order to promote our website and we can manage all everything with Facebook's Business Manager (picture 41) of Fashion Trend.



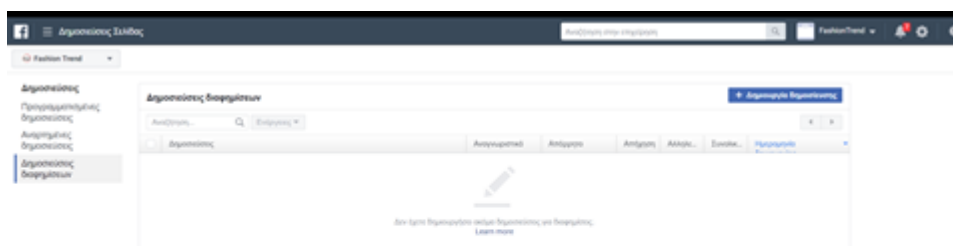
Picture 40: Fashion Trend's Facebook page



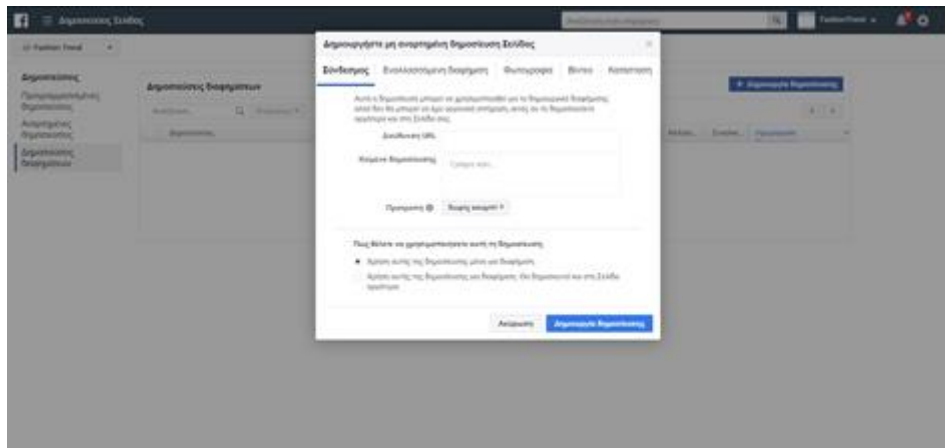
Picture 41: Fashion Trend's Business Manager

Creating Posts in Fashion Trend

In the pictures below we can see the procedure of creating a post on Fashion Trend's Facebook page.

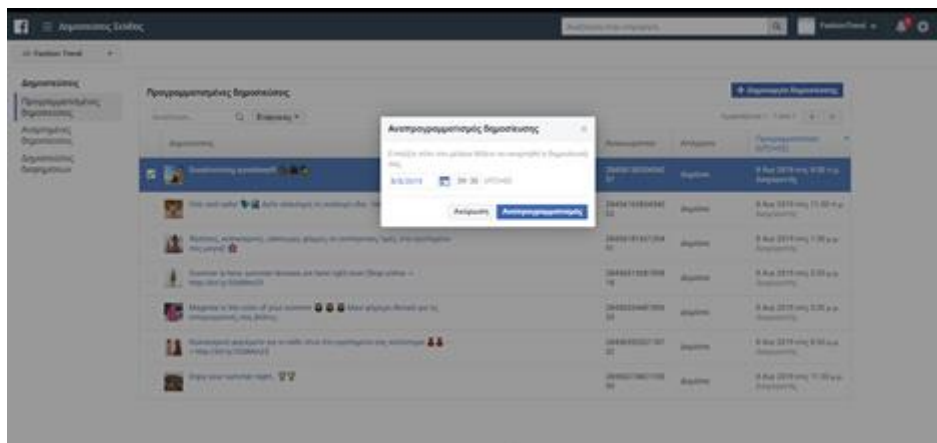


Picture 42: Creating a post



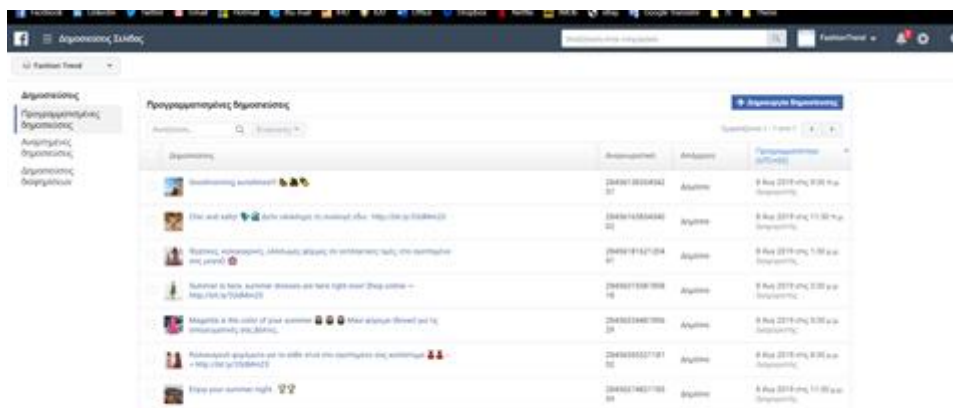
Picture 43: Creating a post

We can create as many posts as we want and then program the time and the date we want them to appear.



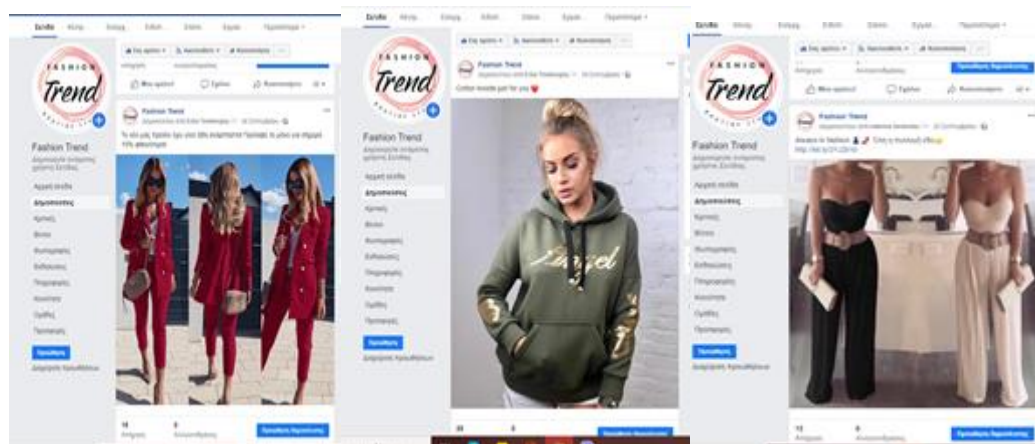
Picture 44: Programming a post in a specific time

This is the total programmed post for a day.



Picture 45: Total programmed posts

Actual posts of Fashion Trend on Facebook.



Picture 46: Posts in Facebook Page

3.6 Digital Marketing

Identifying our goals is the most important part of our digital marketing part. Now that we completed our market research it is also necessary to find out the strengths and the weaknesses of our competitors. Then try to implement the strengths to the company and avoid the weaknesses. In that way the possibility to find gaps in the market and improve our product/service is higher. With SWOT analysis (Table 3) we can have a clear view of the market in terms of existing market and the company itself.

Table 3: SWOT Analysis

Company	Strengths (+) Low-cost fashion clothes Value for money Quality clothes	Weakness (-) New to market-unknown brand Unfamiliar with customer habits
Market	Opportunities (+) Increased trend for online shopping Expanding to other goods (ex. Shoes) Promotions/Sales/Discounts	Threats (-) Low barriers to enter the market Competition within industry Law regulation within the country

Before a customer proceeds to the purchase of a product/service, must become aware of the company that provides the product. A brand can be one of the strongest assets a company possesses and, if done right, will encourage customer loyalty every business dream of. But the consistency of the brand is the key. There are a lot of ways to gain the awareness of the customer. The most popular marketing channels are Facebook, Instagram and Google.

How to act in social media is extremely important when a new company enters the market for the first time and also when a company is already in the market, but the competition is high. So, Fashion Trend had to focus a lot in its social media and the advertising campaign. After a research in social media channels of our competitors we found out how they act and what is their strategy. In this table we can see some statistics about the action of each competitor in their social media and how active they are:

Table 4 : Followers & Posts/day

	Facebook		Instagram	
	Followers	Posts/day	Followers	Posts/day
Luigi	370.295	5-9	136.000	4-6

Decoro	351.360	6	155.000	3
Forebelle	293.121	8-10	124.000	3-5
Inlove boutique	231.643	5-7	78.200	4-6
My fashion fruit	233.580	1-3	36.400	3-7
The fashion project	348.084	5-6	62.000	1-3
Made of grace	107.280	1	23.700	2
Perfect dress	49.280	1	12.000	1

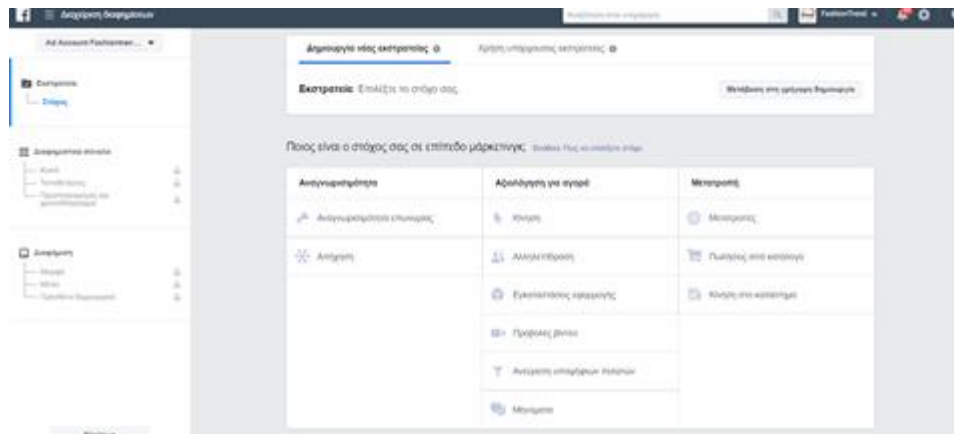
We ended up to the conclusion that we should program our posts in Facebook in specific hours, based on our target group customers. We decided that the posts will appear 8 times per day starting at 9:30, 11:30, 13:30, 13:30, 15:30, 17:30, 20:30 and 23:30. This conclusion came after research in Google Analytics and DataStudio. We found that in this segment of the market these hours are the best to attract traffic. Depending on the time of the post the content is equivalent. For example, in 9:30am we wish Goodmorning to our customers and in 23:30 we wish Goodnight. Our competitors posts are not repeated in a standard way, so we will try to be as much as typical we can.

Facebook Ads

Since its founding over a decade ago, Facebook has grown into a global powerhouse that affects the day-to-day lives of almost everyone in the country. The reason behind this unprecedented rise has been advertising. The social network generated almost \$27 billion in advertising revenues in 2016, up from only \$764 million in 2009—an increase of over 3,400% in the space of less than a decade. There are plenty of businesses using Facebook for advertising (and spending a pretty penny to do so). But lots of businesses using Facebook to advertise isn't the same as all—or even most—of those businesses seeing a positive return on their investment.

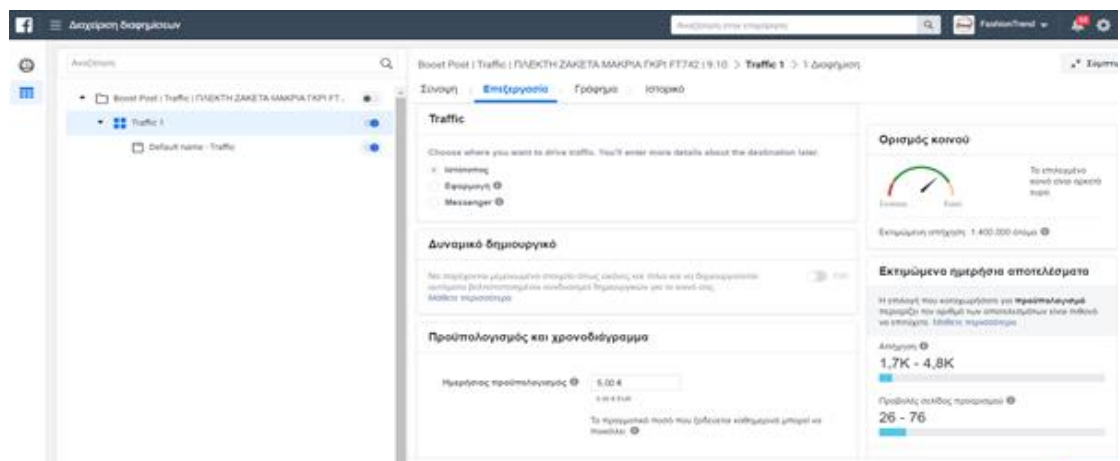
Popularity aside, how effective is Facebook advertising really? When every marketing dollar counts, this question is vital. Every business will see their ultimate return differ based on investment, industry, ad quality and other variables. The only surefire way to know the exact ROI that Facebook advertising will generate for your business is to try it out and calculate based on the results. We used Facebook Ads to

gain traffic, convert and brand awareness. When we start the procedure of creating an ad, we had to choose which is the goal of the marketing campaign.

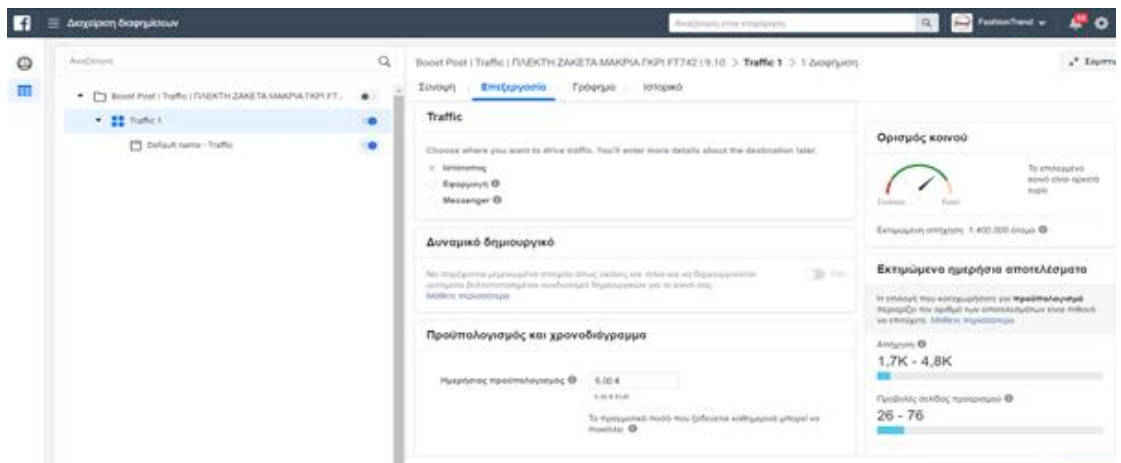


Picture 47: Creating a Facebook Ad

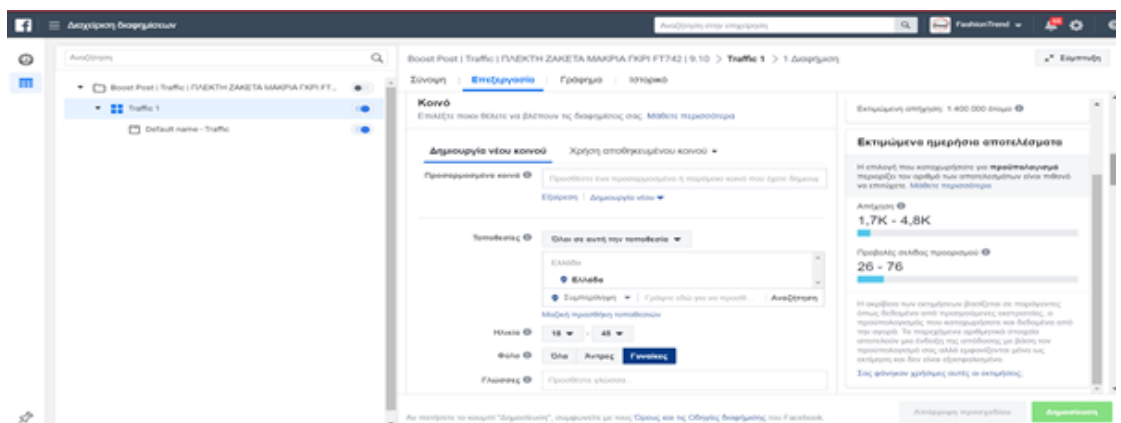
In our case, meaning that we are a new online store in the market we want to gain traffic in our page so that is what we choose. We selected our targeted audience and our geographical scope and our daily budget.



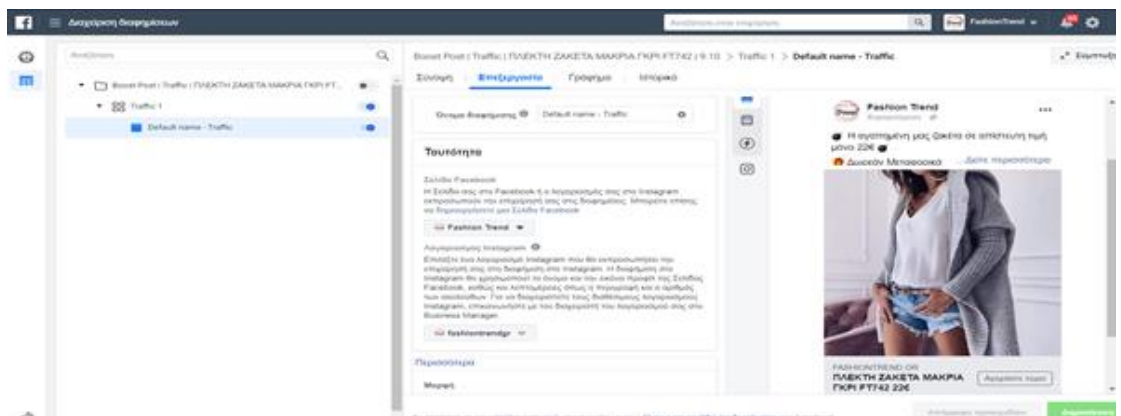
Picture 48: Creating Facebook Ad



Picture 49: Creating Facebook Ad



Picture 50: Creating Facebook Ad



Picture 51: Creating Facebook Ad

4 Discussion and Results

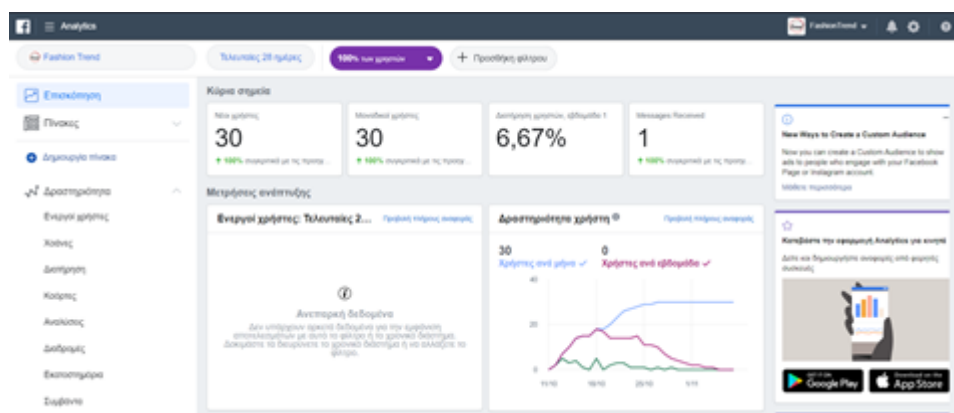
In this Chapter we are going to discuss the results we extracted from the published advertisement on Facebook.

4.1 Discussion

The aim of this dissertation was to show the whole procedure of implementation of a new online shop which sells women clothing. At first, we did a targeted market analysis in the field of women clothing. We found the top competitors and gathered some data about their products, their activity in social media and their promotion strategy. We divided our targeted audience in four different personas based on our market in order to drive our digital marketing strategies based on each persona. As far as the implementation of the e-shop is concerned at first, we figured out the name and brand logo that we were going to adopt for our new shop and then selected the WordPress to create the platform of the e-shop. Next steps were the creation of the Facebook page and the systematical posting of products in this platform. In terms of advertisement, we created Facebook ads and recorded the results of this actions.

4.2 Results

In the pictures 52, 53 and 54 below we can see the results visualized through the Facebook Analytics section.



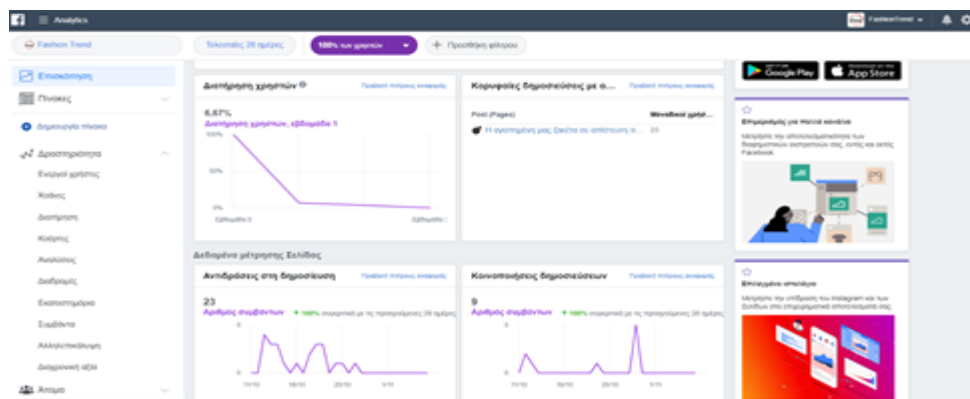
Picture 52: Results of Ad

In this figure we are informed about the attraction of 30 new uses since we published our advertisement. The percentage of keeping the users attracted to our page is 6,67%. In the next graph we can see how many active users we had on a daily(green), weekly(purple) and monthly(blue) basis and that for this specific time period would be 3, 14 and 16 respectively.



Picture 53: Results of Ad

In this figure we can see how many people used our product in a specific time during each day. The darker the colour the more users identified.



Picture 54: Results of Ad

The first graph shows the maintenance of users from the first week and how many of them returned. The other two graphs show the reaction in each post and how many post were implemented this time period.

5 Conclusions

In the last part of our thesis we are going to talk about our feelings about this whole experience of working in this e-shop and our recommendations for the near future.

5.1 Conclusions

Finalizing my work in terms of my Master's thesis and having implemented this kind of actions in order to create this e-shop and digital marketing strategy I could say that digital transformation is a field that is very interesting and could benefit every business and help them reconsider their value proposition. Digital Transformation is the process of transforming from scratch a traditional company and adjust them in what the modern times demand. We are talking about a field without horizons but with incredible capabilities. Working all these months in this project made me realize the massive amount of information, techniques and knowledge related to this industry from background theory to advanced systems.

However, the issue that should be pointed out here is not just the implementation of our e-shop but the potentials which are generated when a business is turning into digital. Our objective through this work was to inform people about these procedures and give a clearer view of how someone can invest to these technologies and benefit his company. In a world full of “smart things” it is mandatory for every business to adjust its actions and provide as many conveniences to the clients as possible. Otherwise, someone else will be there to fill the gap and steal the audience. Facebook and Instagram are two very powerful tools and when they are used correctly, they can lead to great results. With the help of Web analysis tools, we can gain useful information about our audience, geographical scope, our site and then reconsider our strategy if something is not working properly.

Concerning the results of our advertisement we can say that in terms of gaining traffic there was a raise in audience and people became aware of the new site. Of course, that was a small step and more advertisements should be posted in order to gain

a competitive advantage. However, this was our first action and the results were satisfying so in the near future we hope for even better numbers.

5.2 Future Work

It is worth mentioning that there are some actions that could be taken to enhance the results of our digital marketing strategy. At this point our e-shop just launched the market so the numbers we recorded are the initial, but with more targeted actions the results can be totally different.

One good first step is to create brand awareness also in Instagram, with posts 1,5-3 times per day, showing real employees and customers or creating events or offers often. Second step could be using Facebook like a pro. And by a pro we mean, to respond in real-time, create contests and sale coupons often, sponsor photo or video contests to collect user-generated content submissions, while reaping the algorithmic rewards of higher exposure through visual content, offer a reward for written or video customer reviews in contests that offer a prize to a randomly-selected winner.

Later, we can create a Youtube channel where models will demonstrate the clothes and will be open for customers to comment if they have any questions. Moreover, we can drill down on referrals. Referrals may not be among the brand awareness-building activities that increase your audience by thousands, but they are a highly effective way of extending your reach to individuals who already trust your brand.

Finally, we should keep in mind that we have to use data in intelligent ways. Every click, scroll, and action taken by your website visitors reveals a trail of insight into their behavior. Increasingly, marketers are capitalizing on this “intent” data to buy into the “geekification” of marketing. Brands who use intelligence from personalized web content or marketing experiments can also create an online presence that supports brand awareness building activities.

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